SEPTEMBER 25, 1950

BROADCASTING
TELECASTING

PUBLIC LIBRARY
SEP 27 1950
DETROIT

how to turn one dollar into eight

Being a true and amazing story of WOR's power. There's no reason why the results couldn't have been yours

He came in on the 10:10. Philadelphia local, you know.

He was a tall man and rather blunt about the whole thing.

He said, "Look, I must sell my stock of these within a month or less." We looked and saw the product. It was good.

We said, "Sorry, but, of course, we can't *guarantee* to sell it."

He said, "I've heard some wonderful things about WOR and I'm willing to try. Let's go."

We did.

One of our brain-boys—oddly enough, we have a few scattered around – planned the programs the man should use. (That sounds simple, but it took WOR more than a quarter-century to (a) Determine the method; (b) find the brain-boys and (c) learn how to fuse everything to get the kind of programming that produces results like the following.)

In a little less than 4 weeks, our man who came in on the 10:10 had this to report . . .

For every dollar of his $1,600 spent with WOR, he received $8.00.

Four brief WOR announcements pulled 1,500 answers. Two WOR Sunday broadcasts pulled 6,500 answers. One—one, mind you—WOR news broadcast pulled 4,400 answers.

That, if we're not too feeble top-side, is good going. That we think is *very* economical, fast and profitable selling. May we do the same for *you?*

our address is—

WOR *that power-full station at 1440 Broadway, in New York*

P.S. This advertisement is based on a sponsor-approved WOR case history.

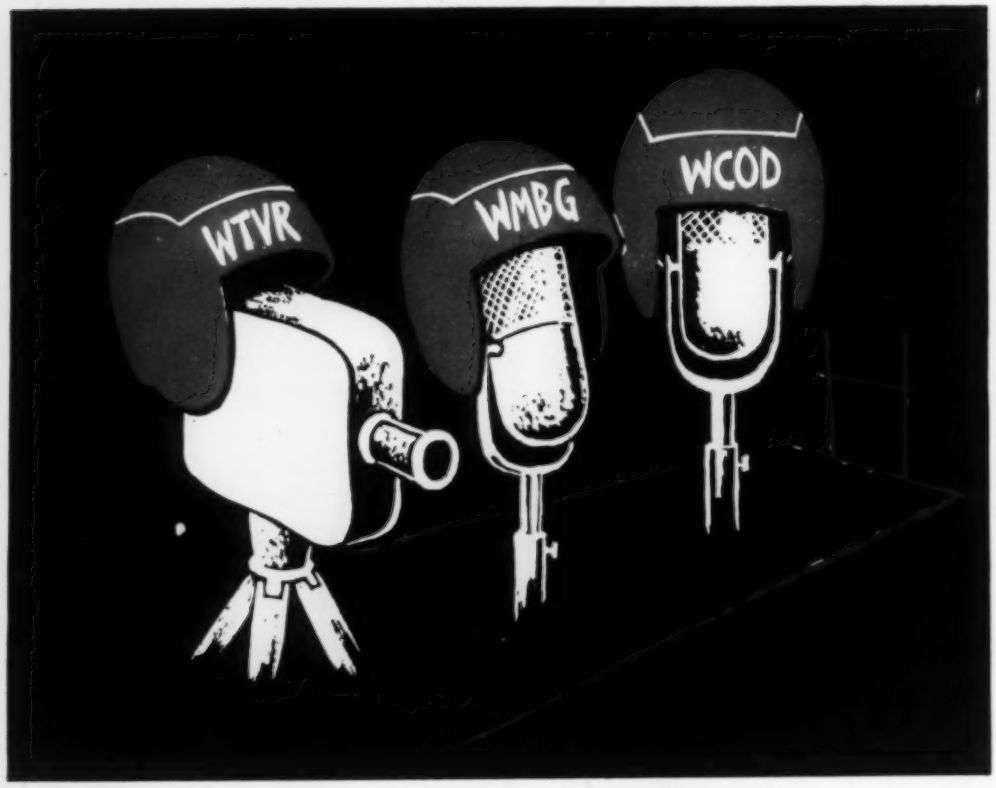
Triple Threat in Virginia

This fall Virginia's TV viewers are seeing the nation's football classics via WTVR; its radio listeners are hearing them over WMBG and WCOD.

All three are Havens and Martin stations, known since 1926 for complete broadcast service in the Old Dominion.

In Richmond only the Havens and Martin stations provide broadcast service to viewer or listener. This is in line with company policy, with a record for radio and TV innovations and firsts that has few equals.

These First Stations of Virginia have provided complete NBC service to a faithful audience for many years. Whether you're interested in radio or TV, ask Blair about the stations which serve Virginians.

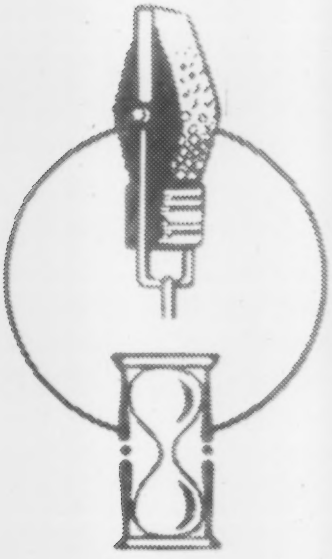


WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

No matter how small--



or

HOW BIG

This Insignia means

Greater Sales Increases!

HEADLEY-REED COMPANY

Radio and Television Station Representatives

New York Chicago Detroit Atlanta San Francisco Hollywood New Orleans

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline

Closed Circuit

NAB'S TWIN conventions in April—management and engineering—to be simultaneous instead of sequential. Both slated to open Monday, April 16, with separate meetings and joint luncheons likely. NAB's Convention Committee expected to wrap up basic format in few weeks.

CONFIDENTIAL specifications sent by Public Administrator Ben H. Brown of Los Angeles to prospective bidders for Thomas S. Lee Enterprises Inc., including Don Lee facilities, establishes Oct. 6 closing date. Bids, to be accompanied by 5% cash, must be for capital stock with right reserved to reject. Transaction, if any, will be announced within 10 days of closing. Bidders understood to include CBS; Edwin S. Pauley, capitalist; Liberty Broadcasting Co.; General Tire & Rubber (Yankee Network), and group representing present management of Don Lee.

SCOTT & BOWNE (Scott's Emulsion), Bloomfield, N. J., preparing radio spot announcement campaign in 90 cities, located in smaller markets, starting Nov. 12 for 20 weeks. Agency is Atherton & Currier, New York.

SATURATION purchase of $100,000 worth of newscasts on WWDC Washington by Peoples Drug Stores (story page 58) is only beginning of radio-TV campaign by drug chain through newly established William D. Murdock Adv. Agency. News programs and TV spots planned on other Washington area stations with schedules considered in Richmond and Akron, where Peoples operates large retail outlets. It's expected Peoples' radio-TV activities will provoke activity among competitive drug chains.

PABST SALES CO. (Pabst Blue Ribbon Beer) through Warwick & Legler, New York, buying approximately 50 smaller supplementary radio stations in addition to full CBS radio and television networks to carry Louis-Charles heavyweight fight on Sept. 27. Firm also will renew sponsorship of its *Life of Riley* on NBC starting Oct. 6 although specific time has not yet been set.

NAB INVITING group of nation's top business and industrial leaders to confer on long-range economic problems of broadcasting. All-day session, slated Oct. 16 at Waldorf-Astoria, New York, had originally been planned for mid-summer.

AMERICAN SUGAR REFINING CO. (Domino) which dropped its spot announcement campaign in July because of shortage scare, planning to reinstate schedule in eight markets in South and Southwest starting Oct. 2. Ted Bates, New York, agency.

CARTER'S PILLS through Ted Bates, New York, planning to extend weekend spot announcement campaign from end of September to first of year in all major markets.

FORD DEALERS in Houston are buying 5,

(Continued on page 94)

Upcoming

Sept. 25: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 25-26: NAB District 11, St. Paul Hotel, St. Paul.
Sept. 25-27: Assn. of National Advertisers Convention, Drake Hotel, Chicago.
Sept. 28-29: NAB District 10, Chase Hotel, St. Louis.

(Other Upcomings on page 92)

Bulletins

AMERICAN Bird Products for 26th year will broadcast American Bird Warblers on Mutual network Sunday, 1-1:15 p.m. Contract effective Oct. 22. Weston-Barnet, Chicago, is agency.

GALVIN DISCUSSES 'BRACKET' STANDARDS WITH FCC

IMPOSSIBILITY of meeting FCC's deadline for incorporating "bracket standards" in TV sets—FCC Color TV Report's alternative to prompt adoption of CBS color system [BROADCASTING, Sept. 4]—was broached by Motorola President Paul V. Galvin Friday in 90-minute conference with top FCC officials.

He reportedly was given no assurance that FCC would brook delay, but it was considered likely that petition for postponement of deadline would be filed shortly. Though he appeared only for Motorola, Mr. Galvin is former president of Radio-Television Mfrs. Assn.; is highly regarded among manufacturers, and his position was interpreted as bellwether of industry.

Mr. Galvin estimated Motorola would need 6½ months to get into production on sets capable of tuning only CBS standards in addition to present black-and-white, let alone comply with FCC report's proposal that they tune entire bracket range from 15,000 to 32,000 lines and 50 to 150 fields per second. Inclusion of CBS standards with manual (not automatic) switch would add $35 to present list price of receivers, he estimated.

Flanked by D. E. Nobles, Motorola vice president in charge of research and communications division, and E. H. Wavering, vice president in charge of consumer products division, Mr. Galvin conferred with FCC Chairman Wayne Coy; Comrs. Paul A. Walker and Robert F. Jones; Chief Engineer Curtis B. Plummer, and Assistant General Counsel Harry M. Plotkin. Conference was described as exploratory.

Manufacturers' replies to "brackets" proposal are due Friday (Sept. 29). Under Color TV Report, deadline for commencing to include bracket standards on production-line basis—in order to hold compatibility problem in *status quo*, thus enabling FCC to defer final color decision pending study of further developments—would fall in early November.

FIVE FIRMS JOIN RTMA

FIVE new members announced by Radio-Television Mfrs. Assn. last week following board meeting (see story page 69). Additions to membership list are Tele-Tone Radio Corp., Celco, General Ceramics & Steatite Corp., Trad Television Corp. and Wright-Zimmerman Inc.

Business Briefly

WBS SERIES SOLD ● World Broadcasting System's new transcribed program, *Steamboat Jamboree*, with Lanny Ross, sold to 22 local sponsors.

WINE ACCOUNT ● Wine Corp. of America buying ABC-TV stations in score of markets for *Can You Top This*. Agency, Weiss & Geller, Chicago.

SPOT RADIO TO GET $235,000 OF CITRUS BUDGET

SPOT RADIO to get approximately $235,000 of Florida Citrus Commission 1950-51 advertising budget of $1.5 million (earlier story page 20). Spots to run on 21 stations in eight markets east of St. Louis between Nov. 18 and May 19, 1951. Heavy schedule of 12 to 20 spots per week planned, running 15 seconds to one minute. Agency, J. Walter Thompson Co., New York.

TV coverage set in New York, Chicago and Baltimore using four stations. Schedule calls for one or three spots weekly on each outlet.

Number of radio stations to be used in each market set for: Washington, 2; Chicago, 3; Baltimore, 2; Boston, 3; Detroit, 3; Philadelphia, 3; Pittsburgh, 4; Cincinnati, 1 (WLW). Two New York television stations to be used and one each in Chicago and Baltimore.

Copy to cover orange juice, grapefruit and tangerines, stressing three-way use—fresh, concentrated and canned. Orange juice theme: "Drink full glass every day"; grapefruit, "Florida's bracer fruit"; tangerine, "Florida's zipper-thin fruit."

Other media appropriations: Approximately $500,000 for black-and-white and Sunday supplement in color; $600,000 for national magazines, *Life* and *Saturday Evening Post* only; $55,000 to trade journals.

CONGRESS WINDS UP WORK PRIOR TO TWO-MONTH RECESS

COMPROMISE tax bill passed Congress Friday afternoon. President Truman is expected to sign compromise measure which will provide $4.5 billion to pay for Korean war by boosting taxes for individuals and corporations. Charitable and educational institutions also will have to pay taxes on profits they make in competitive business enterprises. Defense bill also passed Congress Friday.

Meanwhile both houses passed the $17 billion emergency appropriation bill, which includes funds to expand State Dept.'s Voice of America operations, but conflicts over foreign policy matters delayed action. Similarly, both houses approved catch-all anti-subversive measure which President Truman promptly vetoed. Capitol Hill sources forecast Congress would override veto. The House overrode the veto before recessing at 5:29 p.m. Friday.

NAMED BY GENERAL FOODS

RICHARD M. COMPTON, formerly with Needham, Louis & Brorby, has been named associate sales and advertising manager in charge of grocery specialties for Igleheart Brothers Division of General Foods, New York.

XUM

Effective Oct. 1

The KATZ AGENCY

represents KCMO

Kansas City's ONE and ONLY 50,000 Watt Station

One Does It- in Mid-America

- ONE station
- ONE rate card
- ONE spot on the dial
- ONE set of call letters

50,000 WATTS
DAYTIME

810 kc. 10,000 WATTS NIGHT

Here's news for advertisers.

Effective October 1, 1950, KCMO will be represented nationally by the Katz Agency, Inc.

Katz offices are located in New York, Chicago, Atlanta, Dallas, Detroit, Kansas City, San Francisco and Los Angeles.

The nearest Katz office can give you complete information on how KCMO is consistently gaining listeners in its coverage of the Metropolitan areas of Missouri and Kansas *plus* rural Mid-America. Ask the Katz man for specific program information for your product.

New National Representative:
THE KATZ AGENCY

KCMO

KANSAS CITY, MISSOURI

Basic ABC Station For Mid-America

KCMO-FM . . . 94.9 Megacycles

Operating Transit Radio in Greater Kansas City . . . reach them . . . sell them . . . on their way to buy . . . at new low costs!

Contact Transit Radio, Inc.

MORE THAN
1/3 OF ALL KIDS
IN CULLMAN*, ALABAMA
VOTED FOR
"CISCO KID"

*Population (1940 Census)—5,074

SENSATIONAL PROMOTION CAMPAIGN
From buttons to guns—is breaking traffic records!

LOW PRICED!
½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Do kids love "Cisco Kid?" Klein's Dairy says: "Yes!"

. . . 857 kids (⅓ of Cullman's kid population) signed petitions saying: "Please keep Cisco Kid on the air!—we *love* Cisco Kid!" Says Hudson Millar WKUL Manager: "Cisco Kid is the best show we have on the air!"

Write, wire or phone for proof of "Cisco Kid's" sensational performance. See the factual presentation!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0773;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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XUM

This is CBS in 1950...

Leading all radio in ratings last season, with 15 of the 20 most popular programs nighttime, 9 of the top 15 daytime.

the stars' address for 1951

And for the new season, such entertainment hits as Truth or Consequences, Morton Downey, Harold Peary join the list of the great stars already on CBS.

And the great new stars, the best new shows will continue to come from the CBS Package Program operation, most recognized in all radio.

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (226) R	Rate Your Mate	Roy Rogers	TBA
6:15	Seeman Bros. Mon. Headlines (218) R	"	Quaker Roy Rogers (526)	"
6:30	Norman Brokenshire Show	C-P-P, Our Miss Brooks (152) R	Cudahy Packing Nick Carter (317)	TBA
6:45	"	"	"	"
7:00	Speaking of Songs S	Amer. Tob. Co. Jack Benny (184) R	Affairs of Peter Salem	"
7:15	"	"	"	"
7:30	Cliche Club	Lever-Rinso Amos 'n' Andy	Under Arrest S	"
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (134)	Singing Marshal	"
8:15	Stop the Music (196)	"	"	"
8:30	Chippercraft Stop the Music (171)	P & G Tide Red Skelton (153)	Enchanted Hour	U. S. Steel Theatre Guild (166)
8:45	Old Gold Stop the Music (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Cos. Carlisle Archer (164)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Cross Roads	Philip Morris Horace Heidt (172)	Rhodes Gabriel Heatter (25)	Bayer-Asprin Am. Album Fam. Music (1.4)
9:45	"	"	War Review	"
10:00	Ginny Simms Show	Carnation Co. Contented Hour (161)	This Is Europe	RCA The 564 Question (166)
10:15	Jimmy Blaine	"	"	"
10:30	Co-op Jackie Robinson	Longines-Wittnauer Chroniers (149)	Firestone with Flute	Meet the Press St. Louis S
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Skyline Serenade 6:20-6:45 S
6:45	"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G Dreft Beulah (109) R	Co-op Fulton Lewis jr. (302)	Pure Oil Co. Kaltenborn (30)
7:15	Co-op Elmer Davis (45)	P & G Oxydol Oxydol Show (102) R	Dinner Date S	TBA
7:30	General Mills Lone Ranger (173) R	Campbell Soup Club 15 (155) R	Kenzora Gabriel Heatter (84)	Miles Labs. News of World (149)
7:45	" •	A. O., P. & G., H. Ed. Murrow (161)	Mutual Newsreel	Miles Labs. One Man's Fam. (147) H R
8:00	Inner Sanctum	Bromo Seltzer Hollywood Star Preview (1.9) R	B-Bar-B Riders	R. A. F. Re's Railroad Hour (165)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (204)	Lever-Lipton Godfrey Talent Scouts (1.6) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)
8:45	Dell Trio S	"	" •	"
9:00	Martha Lou Harp	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (1.3) R
9:15	Paul Harvey	"	"	"
9:30	Johnny Desmond S	"	War Front—Home Front	Cities Service Band of America (90) N
9:45	"	"	"	"
10:00	United—or Not?	Lv.-Pressodent My Friend Irma (1.5)	A. F. of L. Frank Edwards (145)	Night Beat
10:15	"	"	I Love A Mystery	"
10:30	Solo & Soliloquy*	R. J. Reynolds Bob Hawk (163)	Dance Orchestra	Top Secret S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Skyline Serenade 6:20-6:45 S
6:45	"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G Dreft Beulah (109) R	Fulton Lewis jr (302)	Pure Oil Co. Harkness (27)
7:15	Co-op Elmer Davis (45)	P & G Oxydol Oxydol Show (105) R	Dinner Date	TBA
7:30	Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Miles Labs. News of World (149)
7:45	"	A. O., P. & G., H. Ed. Murrow (161)	Mutual Newsreel	Miles Labs. Dan Man's Fam. (147) H R
8:00	Paul Whiteman Presents	Sterling Drug Mystery Theater (1.0) R	Count of Monte Cristo S	duPont Cavalcade of Am (1.2)
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P, Mr. & Mrs. North (1.2) R	Official Detective S	Lewis-Howe Baby Snooks (165)
8:45	"	"	"	"
9:00	Co-op Town Meeting (16)	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Liggett & Myers Bob Hope (153)
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Philip Morris Truth or Consequences (149)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (148)
9:45	Fine Arts Quartet S	"	"	"
10:00	Time For Defense S	TBA	A. F. of L. Frank Edwards (145)	Lever Bros. Big Town (134)
10:15	"	"	I Love A Mystery	"
10:30	Sophisticated Rhythm*	Capitol Cloak Room	Dance Orchestra	Brown & Wms. Peoples are Funny (166)
10:45	"	"	"	"

DAYTIME BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (95)	"	Dixie 4 Quartet	Cameos of Music S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (291)	Religion in the News S
10:45	"	Church of Air S	"	News in the Highlights S
11:00	Foreign Reporter S	Salt Lake City Tabernacle	Christian Ref. Church, Back To God (266)	Morning Serenade*
11:15	Dawn Bible Students, Frank & Ernest (179)	"	"	"
11:30	Hour of Faith S	Invitation to Learning* S	N'western U Review S	The UN is My Beat
11:45	"	"	"	Carnival Solitair Time (20)
12:00 N	Festival of Music S	People's Platform	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	Howard K. Smith	Mutual Chamber Music S	The Eternal Light S
12:45	"	Richfield C. Collingwood (32)	Dawn Bible Frank & Ernest	"
1:00	Sammy Kaye Sunday Serenade S	Invitation to Music, 10-22 N. Y. Phil. Sym.	News	The First Freedom S
1:15	"	"	Organ Moods	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Phillco Corp. Breakfast Club (24)	"	"	"
10:00	Sterling Drug My True Story (204) R	Lever-Rinso A. Godfrey (173) R	Co-op Cecil Brown (30)	P & G. Welcome Travelers (142)
10:15	"	Pillsbury & Wildroot, Arthur Godfrey (172) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (175) R	Say It with Music	Campbell Soup* Double or Nothing (32)
10:45	Serutan Victor Lindlahr (59)	National Biscuit Arthur Godfrey (173) R	"	"
11:00	Modern Romances*	Liggett & Myers Arthur Godfrey (184) R	Co-op Behind the Story	Break the Bank S
11:15	"	"	Co-op G. Heatter's Mailbag	"
11:30	Quick as a Flash (206)	Carter Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (137)	Bob Poole	Bulova David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	" •	Lever Bros. Aunt Jenny (83)	Lanny Ross S	Armour & Co. Dial Dave Garroway (142)
12:30	Out of Service	Whitehall Helen Trent (166)	Miscellaneous Program	Music
12:45	"	Whitehall Our Gal Sunday (181)	Borden, Lt. Crust Dough (MWF)	Luncheon with Lopez S
1:00	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	"
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (145)	Harvey Harding	Armour & Co. Garroway (140)

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 10 A M)	Down Homers S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	"	Coffee in Washington S
9:45	"	Garden Gate	"	"
10:00	"	Carnation Family Party (125) R	Miscellaneous Program S	Mind Your Manners
10:15	"	"	"	"
10:30	"	Oxo-Do's Refreshment Time, Morton Downey (176)	News	Pet Milk Mary Lee Taylor (150)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (154) *	U. S. Marine Band	Adventures of Archie Andrews S
11:15	"	"	"	"
11:30	At Home With Music S	Lever-Rayve Junior Miss (173)	Hoosier Hotshots	Brown Shoe Ed McConnell (163)
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armchair Farmer's Theater of T'day (174)	Quaker Man on Farm	Barristall Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer	Pillsbury Mills Grand Cen. Sta (153)	Dance Orchestra	U. S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (181)	News S	Allis-Chalmers Natl. Farm & H. Hour (165)
1:15	"	"	Jerry & Skye S	"

SUNDAY

	ABC	CBS
1:30	National Vespers S	Invitation to Music N. Y. Phil. Symphony
1:45	"	"
2:00	Aromatic Wax (123) S	"
2:15	"	"
2:30	Co-op Mr. Presi	Wm. Wrigley Jr. Sym. (146)
2:45	"	"
3:00	Herald Girls Ch	Europe
3:15	"	"
3:30	Lutheran Hr. (18)	Believe It or Not
3:45	"	"
4:00	Broadcast Co	Your Nation
4:15	"	"
4:30	"	Reader's Digest (75)
4:45	"	"
5:00	Author Meets Critics	Grove The
5:15	"	"
5:30	Quincy Howe Comment	Mystery
5:45	"	"

FOR OCTOBER 1950

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Skyline Serenade 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (33)
Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (31)
Dinner Date	TBA
Beltone Gabriel Heatter	Miles Labs. News of World (149)
Mutual Newsreel	Miles Labs. One Man's Fam. (147) H R
The Hidden Truth S	Schlitz Halls of Ivy (153)
"	"
International Airport	Kraft Gildersleeve (149)
"	"
2,000 Plus S	DeSoto Cars You Bet Your Life (186)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (166)
"	"
A. F. of L. Frank Edwards (146)	Am. Cig. & Cig. The Air Story (172)
I Love A Mystery	"
Dance Orchestra S	Rexall Rich. Diamond (186)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition (53)	P & G Dreft Beulah (109) R	Fulton Lewis jr. (291)	Pure Oil Co. Harkness (29)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (105) R	Dinner Date	TBA
Counter-Spy (274)	Campbell Soup Club 15 (155) R	Amurol Prod. Gabriel Heatter (27)	Miles Labs. News of World (149)
"	A.O., P.&G., H. Ed. Murrow (161)	Mutual Newsreel	Miles Labs. One Man's Fam. (147) H R
Screen Guild Players	P & G Lava F.B.I. (149) R	California Caravan S	Gen. Foods Aldrich Family (131)
"	"	"	"
"	Whitehall Mr. Keen (131) R	Pat Blades Rod & Gun Club (133) *	Gen. Foods Father Knows Best (161)
"	"	"	"
Old Gold Orig. Amateur Hour (173)	Electric Auto-Lite, Suspense (176)	Limerick Show S	L & M Fatima Dragnet (142) R
"	"	"	"
"	Philip Morris Crime Photog. (130)	Reporter's Round-up	Gulf Refining We the People (113)
Lee Hats Robert Montgomery	"	"	"
Hollywood By Line	Hall Bros. Hallmark Playhouse (139)	A. F. & L. Frank Edwards (146)	Cass Daly Show
"	"	I Love A Mystery	"
Rex Maupin*	One Nation Indivisible	Dance Orchestra	Presenting Chas. Boyer S
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Dreft Beulah (109) R	Fulton Lewis jr. 291	Pure Oil Co. Kaltenborn (23)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (105) R	Dinner Date	TBA
General Mills Lone Ranger (173)	Campbell Soup Club 15 (155) R	Marine Gabriel Heatter	Miles Labs. News of World (149)
" "	A.O., P.&G., H. Ed. Murrow (161)	Mutual Newsreel	Miles Labs. One Man's Fam. (147) H R
Fat Man (136) R	Schlitz Halls of Ivy Sale	Bandstand U.S.A. S	Cloak & Dagger S
"	"	"	"
Equitable Life This Your FBI 221) R	"	Music	TBA
"	"	"	"
Heinz Ozzie & Harriet (207)	Up for Parole	Air Force Hour S	Dimension "X"
"	"	"	"
Pan. O. Borax The Sheriff (191)	Broadway's My Beat S	Vincent Lopez Show	Jack Lait Confidential
Ch. Spark Plug Roll Call (215)	"	"	"
Steel Pier	Phillips Petro. Rex Allen Show (63)	A. F. of L. Frank Edwards (146)	Pabst Life of Riley (152)
"	"	I Love A Mystery	"
Claremont*	Dance Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Joe Wershba S	Harmony Rangers	News	6:00 PM
Faith of the Future	Memo from Lake Success S	"	Herman Hickman	6:15
Harry Wismer	Saturday Sports Review	Organ Music	NBC Symphony	6:30
Labor-Management	Richfield L. Leseuer (32)	"	"	6:45
"	Yours Truly Johnny Dollar	Al Helfer	"	7:00
Co-op Bert Andrews	"	Twin Views	"	7:15
Buzz Adlam	R. J. Reynolds Vaughn Monroe (164)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
"	"	Chamberlain Brown 7:30-8 S	"	7:45
Shoot the Moon S	Wrigley Gene Autry (173)	Ronson Metal 20 Questions (501)	Dance Bands S	8:00
"	"	"	"	8:15
Marry-Go-Round	Gen. Foods Hopalong Cassidy (140) R	Take A Number	"	8:30
"	"	"	"	8:45
What Makes You Tick	Gen. Foods Gangbusters (1.4) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (127) R	9:00
"	"	"	"	9:15
Can You Top This	Gen. Foods My Favorite Husband (1.4)	Lankards USA S	C-P-P Co. Dennis Day (142)	9:30
"	"	"	"	9:45
Saturday at Sammock	Carter Prod. Sing It Again (132)	Chicago Theatre of the Air S	C-P-P Co. Judy Canova (142)	10:00
"	Ludes Sing It Again 11-4 (1.1)	"	"	10:15
Dixieland Jam-Bake	Sterling Drug Sing It Again (140)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
National Vespers S	Invitation Music N. Y. Phil.	Lutheran Hour (Lutheran)	U of Chicago Round Table S
"	"	"	"
Answer Me This (133)	"	Music with Trendler	The Catholic Hour
"	"	"	"
Co-op Mr. Pres.	Jones-Witt-Ivey Sym. Co. 146	Co-op Bill Cunningham (55)	Voices & Events
"	"	Veterans Wants to Know S	"
Horace Heidt Girls Choir	Chicago	Bobby Benson	The Truitts S
"	"	"	"
Lutheran Hour	I Believe	General Foods Juvenile Jury	Miles Labs. Quiz Kids (161)
"	"	"	"
Carl Broadcasting Co.	Tell Your Stories	TBA	Kraft The Falcon (149)
"	"	"	"
Reader's Digest (73)	Mary	U.S. Tobacco Wm. Gargan Private Investgr (389)	Shulton High Adventure Start: 9 24
"	"	"	"
Author Meets Critics	Queen Mary	Grove Labs. (4.0) The Shadow	The Big Guy S
"	"	"	"
Greatest Ever Bible Story	Arthur Godfrey Time S	Williamson True Detective Mysteries (472)	Wildroot Co. 10 24 (166)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (129)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (145)	Bands For Bands	Manhattan Soap We Love and Learn (102)
Co-op We come to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (34)	Co-op Ladies Fair	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (147)	"	"
Serutan John B. Kennedy	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	General Mills Live Like A Millionaire (74)
Peace of Mind	P & G Brighter Day (106)	"	"
Chance of a Lifetime (221)	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hilltop House (139)	"	P & G Road of Life (152)
Hannibal Cobb*	Pillsbury House Party (151)*	"	P & G Pepper Young (155)
Talk Back	"	"	P & G Right to Happiness (152)
Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Surprise Package S	"	"	Sterling Drug Stella Dallas (146)
Conv. with Casey	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)
Ted Malone S	"	"	Sterling Drug Y Widder Brown (146)
Waitin' for Wakefoley	4:55-5 News	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)
"	M-T-W Chicagoans Thur.-Fri. St. Louis Mat.	National Biscuit Tu.-Th.* S. Arrow (243)	General Foods Portia Faces Life (92)
(See Footnotes)	Tea Time Time	Derby Sky King Tu-Th	Whitehall Just Plain Bill (61)
"	Miles Labs Curt Massey Time (141) R	"	Whitehall Front Page Farrell (60)

SATURDAY

ABC	CBS	MBS	NBC
Gridiron Frolics S	Toni Co. Give and Take (159)	Barn Dance S	Coast Guard Cadets on Parade
"	"	"	"
Sylvania Electric Football	Hormel & Co Music with H. Girls (98)	"	Voices Down the Wind
"	"	"	"
"	R. J. Reynolds Tobacco Co.	Co-op Football	U.S. Army Band S
"	Football Round-up (170)	"	Football Game
"	"	"	"
"	"	"	"
"	"	"	"
"	"	"	"
"	"	Caribbean Crossroads	"
"	"	"	"
Tea & Crumpets S	"	Sports Parade S	"
"	"	"	"
"	"	True or False	"
"	"	"	"
"	Dance Orchestra	Ben Pollack Show	Pabst Sportscast (150)
Club Aluminum Club Time	"	"	"

Explanatory: Listings in color: Source, name of program, number of stations; & sustaining; R rebroadcast west coast; TBA to be announced. Time is EDT.

ABC

11-11:30 AM Tues. and Thurs., Modern Romances, Norwich Pharmacal.
12:25-12:30 PM Mon.-Fri., Toni on 232 stations.
1:30-2:30 PM Mon.-Fri., Pollio Movies, Wallace Cornuelle One Man's Question, 209 stations.
2:30-6 PM Mon. & Fri., Space Patrol.
4:30-6 PM Tues., Thurs., Superman.
4:30-6 PM Wed., Black Hawk.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 85 stations.
10:30-10:35 M-F, Sterling Drug, Edwin C. Hill.

CBS

11-11:05 AM Sat., Sunshine Boys, Bill Shadel, News, 116 stations.
11:05-11:30 AM Sat., Animal Foundation Inc., Bill Shadel, News.
3:30-4 PM M-F, also Sat. 12:30-1 PM, Pillsbury Mills Inc., Cedric Adams, 183 stations.

NBC

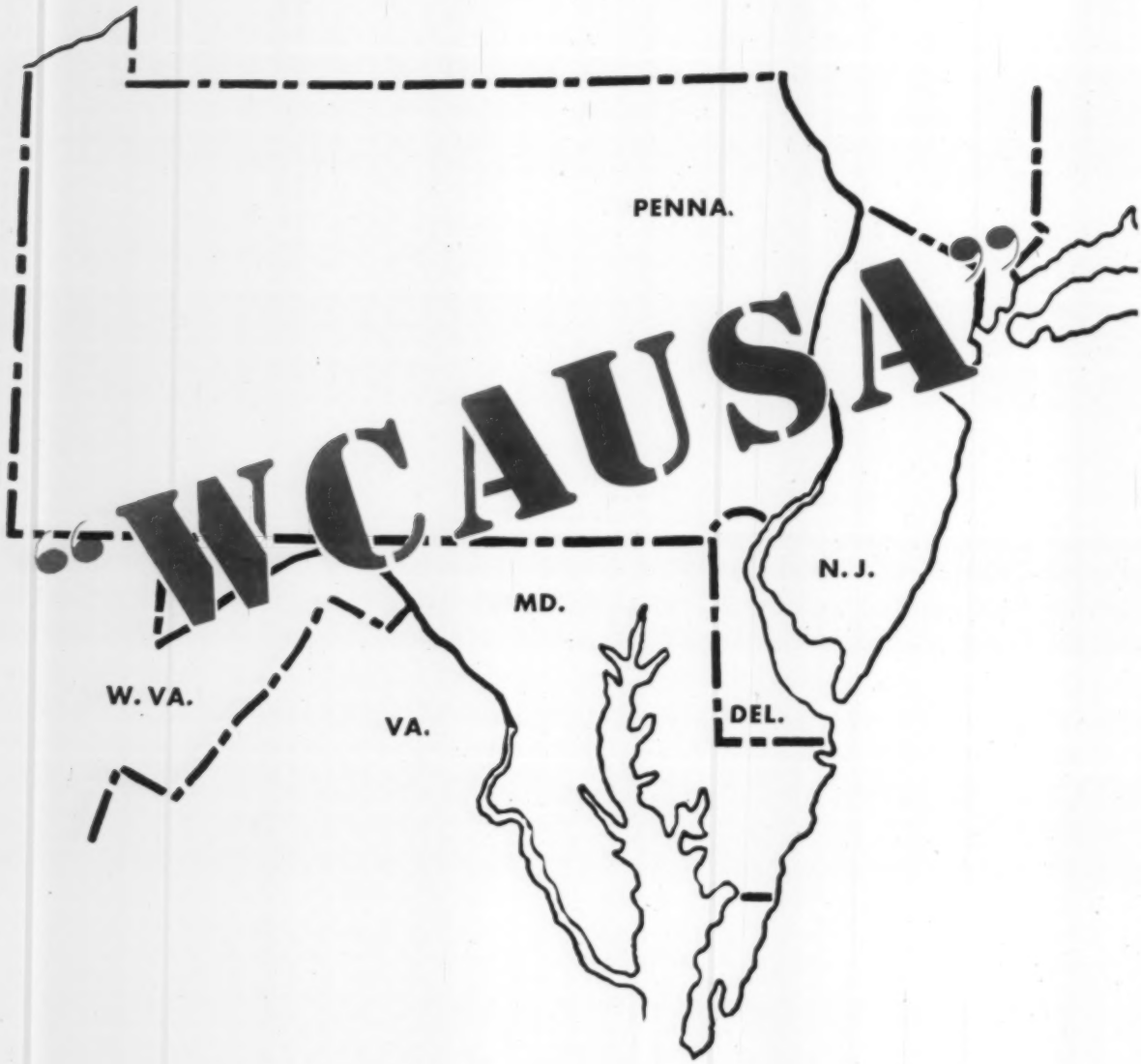
8:30-9 PM Mon.-Fri., Bill Henry & Ira Blake, Jones-Monticello, 204 stations.
8:30-9 PM M-W-F, Challenge of Yukon, Quaker.

NBC

9-9:15 AM Mon.-Fri., Alex Drier, Shelly Oil Co., 88 stations.
9-9:15 AM Sat., This Farming Business, Shelly Oil Co.
10:30-10:45 AM, Mon.-Fri., Cal Tinney, General Mills, 12 stations.
11-11:15 AM, Sun., Starch Time, Faultless Starch, split network.
11:30-11:45 AM Mon.-Fri., Art Van Damme Quartet.

BROADCASTING
TELECASTING
September 25 Copyright 1950

XUM



An empire built by WCAU Radio

On the eastern seaboard of the United States WCAU has built a rich and prosperous empire of listeners—more than 3½ million of the wealthiest people in the world*. Their per family income is 16 per cent higher than the nation's average; their effective buying is greater than that of any one of 39 states and the District of Columbia**.

With 50,000 watts surging out in all directions beyond Philadelphia's city limits, and reaching into 56 counties in 4 states, WCAU has created an empire of buyers. They are by far the largest, most constant group of listeners anywhere in Philadelphia radio. And it is a simple matter to contact the subjects of this wealthy kingdom.

To reach the prosperous and responsive folk of this airwave empire, contact the builder of this listening monarchy—WCAU. For reservations, call us or Radio Sales.

* BMB ** Survey of Buying Power

WCAU

CBS affiliate—50,000 watts
The Philadelphia Bulletin Station
Represented by Radio Sales

new business

HABITANT SOUP Co., Manchester, N. H., to Chambers & Wiswell, Boston. Radio-TV to be used.

PARKER PEN Co., Janesville, Wis. (Flaminaire lighter), expected to decide within week if radio-TV to be used in projected $160,000 Christmas campaign. Agency: Tatham-Laird, Chicago. Account executive: V. T. MERTZ.

ASSOCIATED ENTERPRISES OF LOS ANGELES appoints Manhattan Adv., N. Y., for its eastern TV campaign.

HECHT Bros., Washington; MAY, STERN Co., Pittsburgh; L. FISH FURNITURE CHAIN, Chicago, name Franklin, Bertin & Tragerman Inc., N. Y., for TV promotion. Norman Gladney, account executive, is buying full-hour shows for stores.

NESTLE CO. (Nestea) to Needham & Grohmann Inc., N. Y. JOHN M. HANDLEY is account executive.

FRUZOLA Co., Salt Lake City (Peek-Ade, Lik-M-Ade, Fruzola), to Ross Jurney & Assoc., same city. Radio will be used.

JOSEPH WIESNER ORIGINALS Inc., N. Y. (costume jewelry), appoints E. T. Howard Co., N. Y., to direct advertising. Radio will be used.

WM. WRIGLEY Jr. Co. Ltd., Toronto (Spearmint and Doublemint gum), renews twice weekly half-hour transcribed program, *Cisco Kid*, Frederic W. Ziv package, on 30 Canadian stations. Agency: J. Walter Thompson Co., Toronto.

Network Accounts . . .

DAWN BIBLE STUDENTS Assn. Oct. 15 starts *Frank and Ernest*, MBS, Sun., 12:45-1 p.m. Agency: Gleason & Co., Riverside, Calif.

BORDEN CO., N. Y., to sponsor Peter Lind Hayes and Mary Healey on CBS-TV, three times weekly, 11-11:15 p.m. Starting date and number of stations not yet determined. Agency: Kenyon & Eckhardt, N. Y.

FLETCHER OIL Co., Boise (Veltex service stations), Sept. 30 starts for seven weeks *Football Game of the Week*, on five ABC Idaho stations, KGEM Boise, KBIO Burley, KIFI Idaho Falls, KEIO Pocatello, KLIX Twin Falls, Sat., 12 n.-3 p.m., MST. Agency: Cline Adv. Service, Boise.

SU-TAY PRODUCTS Inc., L.A. (Raindrops water softener and cleaner), starts *CBS News Room, Sunday Desk*, giving review of week's news, on 13 Columbia Pacific Network stations, Sun., 5:30-6 p.m., PDT, for 52 weeks. Agency: Glasser-Gailey, L. A.

BILLY GRAHAM EVANGELISTIC FOUNDATION buys half-hour on ABC, Sun., from Nov. 5 for 52 weeks. Mr. Graham will deliver sermons, backed by choir and soloist. Aired at 1 p.m. CST, 2 p.m. EST, 12 n. MST and 3:30 p.m. PST. Agency: Walter F. Bennett & Co., Chicago.

GENERAL FOODS Corp., N. Y. (cereals), Sept. 30 shifts transcribed *Hopalong Cassidy* from MBS to CBS, Sat., 8:30-9 p.m., EST; delayed West Coast repeat, Sat., 9-9:30 p.m., PST. Agency: Young & Rubicam N. Y.

CANADIAN WESTINGHOUSE Co. Ltd., Hamilton (electrical appliances), on Oct. 1 renews for 26 weeks *Don Wright Chorus* originating at CFPL London, Ont., on 42 Dominion network stations, Sun., 10:30-11 p.m. Agency: S. W. Caldwell Ltd., Toronto.

Adpeople . . .

CLIFTON FRIEDMAN appointed director of advertising Benrus Watch Co., N. Y.

SPORTS
NEWS
MUSIC
DRAMA
CIVIC
and
COMMUNITY
INTEREST
PROGRAMS

All presented in balanced fashion on WTTS*
Bloomington, Indiana

We had some other copy in here originally. It told about additional power . . . spreading coverage . . . how we are on the air 20 hours a day, etc., but of more importance at the moment is this:

Effective October 1, 1950
Station WTTS becomes an Affiliate of

ABC

THE SARKES TARZIAN STATIONS

WTTS WTTV

BLOOMINGTON
INDIANA

Represented Nationally by
ROBERT MEEKER ASSOCIATES, INC.
New York • Philadelphia • Chicago • San Francisco
Los Angeles (Tracy Moore)

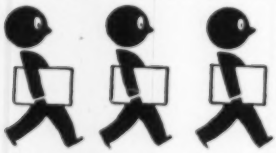
TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.



agency

THOMAS K. DENTON rejoins Dancer-Fitzgerald-Sample, Chicago, as vice president and account executive. Was with Casler, Hempstead & Hanford, Rochester, N. Y. JOSEPH G. BUMGARNER added to account staff to handle Consolidated Products Co. account.

PHYLLIS DUSKIN, vice president Shop-By-Television Inc., to Rap-Hirsch Co., N. Y., as director of radio-TV.

JOHN H. PINTO, Music Corp. of America, and Mrs. ADRIAN BRYAN-KUHN, copy chief Norman D. Waters & Assoc., N. Y., to radio-TV copy department Cecil & Presbrey Inc., N. Y.

WILLIAM L. WERNICKE, director of TV Stanley-Neal Productions, N. Y. and Hollywood, to Morey, Humm & Johnstone, N. Y., as TV director.

C. L. MacNELLY, Pedlar & Ryan, N. Y., to Ted Bates & Co., N. Y., as account executive.

ROY WINSOR, freelance writer and producer in Chicago, to Biow

on all accounts

SCOTTY KECK reports he hasn't been on skates since his days as hockey manager at Penn State, but he certainly has *needed* fast rolling wheels ever since he became radio and television director of Henri, Hurst & McDonald Inc., Chicago, last January.

John Scott Keck (he dropped the John in college) heads a department responsible for the far-flung radio and television activities of the Chicago agency. Working with networks and individual stations, he supervises shows ranging from the nationwide broadcast and local telecast of the Indianapolis Speedway race, for Perfect Circle piston rings, to programs selling shoes and candy to youngsters, food and furniture to housewives.

Scotty keeps close tab on three-to-five spots weekly on 150 stations for Ballard & Ballard (miller), Kroehler Furniture's use of radio and television, Skelly Oil's news on 28 Midwest NBC-AM stations, Chuckles' Bar-5 Ranch on Chicago TV and participation in four other TV markets for the Fred W. Amend Co., and television activities for three divisions of the International Shoe Co.—Red Goose, Weatherbird and Poll-Parrot. Red Goose sponsors *Movies for Kids* Saturday morning in nine markets, and plans to add more; Weatherbird has alternate week half-hours of *Super Circus* on ABC-TV, and Poll-Parrot, a quarter-hour of *Howdy Doody* on NBC-TV.

Scotty has been in radio and television more years than he cares to tell, and went to Henri, Hurst & McDonald from NBC. "Television holds today's top in entertainment, educational and selling potentials," he says, "for it offers dynamic proof of the old axiom 'seeing is believing.'" As proof, he offers the statistics that a quarter-hour of *Howdy Doody* weekly sent 850,000 youngsters to Poll-Parrot dealers in the first 12 weeks, and over two million in the 39-week period.

SCOTTY

Scotty was set on getting into radio before he was graduated from Penn State. All during college he spent summers and holidays at work as a teller or bank clerk in Greensburg, Pa., his hometown and birthplace. Interested in dramatics from his freshman year, he kept banking, however, "as a sort of insurance policy" and majored in speech and dramatics, economics and commerce. He was a Delta Tau Delta.

He dropped the "policy" after

(Continued on page 84)

beat

Agency, N. Y., in executive supervisory capacity in TV department. Currently producer of *Sky King* on MBS and *A Day in the Life of Cliff Norton*, NBC-TV, he became freelancer three years ago when he resigned as radio director Dancer-Fitzgerald-Sample.

PHILIP A. YOUNG, copy chief radio-TV department N. W. Ayer & Son, N. Y., for past 14 years, to Calkins & Holden, Carlock, McClinton & Smith, N. Y., as copy writer. **JOHN M. CALDWELL**, copy supervisor, succeeds him as N. W. Ayer copy chief, effective Oct. 2.

WALTER F. WIENER joins public relations and publicity department Young & Rubicam, N. Y. Was consultant to private clients and government agencies, including ECA.

ESTELLE MENDELSOHN, Hewitt, Ogilvy, Benson & Mather, N. Y., to Dancer-Fitzgerald-Sample, same city, as member of copywriting staff.

KENNETH D. TWYMAN, director of sales and advertising Red Top Brewing Co., Cincinnati, to director brewery and beverage division Ruthrauff & Ryan, N. Y.

BARNEY CAPEHART, independent public relations counsel in Chicago, N. Y. and Washington, to Ruthrauff & Ryan, Chicago, as director of public relations.

WOODRUM, CARNEY & STAFF Ltd. incorporated in Honolulu from Woodrum & Peterson. **DONALD WOODRUM** is president; **KEN CARNEY**, vice president KHON Honolulu, vice president, general manager and treasurer; **MEYER CUMMINS**, secretary and art director. Mr. Woodrum called to active duty as Lt. Comdr. Naval Reserve. Offices at 1160 Bishop St.

BETTY ANN HUDSON, media and publicity director Charles Ross Adv., L. A., resigns to go into freelance publicity.

LYSBETH TEE BLANKENSHIP, William Esty Co., to copywriting staff Dancer-Fitzgerald-Sample, N. Y.

TED ROGERS, CBS Hollywood production staff, to Dancer-Fitzgerald-Sample Inc., same city, as assistant to **Al Kabaker**, vice president in charge of Hollywood office.

JEROME N. GLOGEAU, vice president Malcolm Adv., N. Y., resigns.

MARTIN W. JACOBSON, account executive General Outdoor Adv. Inc., N. Y., to vice president Moss Assoc., N. Y.

DONALD G. CUTLER, Burke Dowling Adams Inc., Montclair, N. J., to Chas. Dallas Reach Co., Newark, as account executive.

JACK VAUGHN Adv., Burbank, Calif., moves to larger offices at 3100 W. Magnolia, Burbank, to accommodate new TV production unit. **ED MARSETT**, KTTV (TV) Hollywood, to agency in charge of TV production.

J. WALTER THOMPSON, Chicago, moves publicity and public relations offices from 619 N. Michigan Ave. to Wrigley Bldg., 400 N. Michigan Ave.

LOS ANGELES ADVERTISING WOMEN will hold annual "Press Night" dinner Sept. 28 at Biltmore Hotel, L. A.

WADE Adv., L. A., moves from 411 W. 5th St., to 6223 Selma, Hollywood. Phone: Hillside 7457.

ARTHUR G. RIPPEY & Co., Denver, to membership American Assn. Adv. Agencies Inc.

Buffalo's no problem: *it's still* WBEN

There aren't any presentations on WBEN sports on your desk because all 12 of Ralph Hubbell's weekly shows have been sold out for years.

You don't hear much about news availabilities on WBEN, because nearly all 46 news programs have been sponsored year in, year out, by the same advertisers.

When you want a job done, use a successful station to do it. You can join the GOOD COMPANY on WBEN. Petry has an availability list. Call him and see for yourself.

WBEN

NBC BASIC • BUFFALO

Here's something **special** in the way of a Saturday afternoon spot availability! Johnny Batchelder, popular Washington personality, MC's this two hour session of tunes, scores and easy chatter.

Nationwide score reports and grid highlights will provide Washington area listeners **a quarter-by-quarter score board.**

The melting pot composition of Washington area listeners will also be interested in actual play-by-play reports from NBC's regular Saturday coverage.

"Batchelder's Quarters" got underway this past week-end. From all indications this special sports service, backed by good music and a name in Washington radio, will be one of our best salesmen for you. Ask WRC about "Batchelder's Quarters". It's designed to entertain and **SELL!**

EVERY SATURDAY
3:00-5:00 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

WARD Johnstown, Pa., is planning a "Mrs. America Week" to welcome home the station's favorite adopted daughter—petite and blonde Betty McAllister, mother of two children.

The winner of the national "Mrs. America" contest finals on Sept. 10 at Asbury Park, N. J., was sponsored by WARD as "Mrs. Johnstown." Prior to her Asbury Park triumph, Mrs. McAllister had received a $1,000 jackpot of prizes in her home city. As the titleholder, the housewife, who won her first contest entered, was awarded merchandise valued at more than $6,000 and will debut on radio-TV network shows among her scheduled appearances.

Second Year in Finals

This is the second year that WARD has sent an entry to the finals. The station is preparing a homecoming which will include special radio salutes, public appearances and a tie-up with Johnstown's sesquicentennial celebration. On the eve of her triumph, the new "Mrs. America" was interviewed by WARD's newscaster on long-distance telephone. The 10-minute talk was broadcast. The winning beauty is the wife of William W. McAllister, advertising manager, Goenner Brewing Co.

"Mrs. America" wins local awards presented by Joe Cavanaugh, WARD.

* * *

strictly business

Mr. VENARD

LLOYD GEORGE VENARD, vice president of The Taylor Co., station representative, New York, was born in Missouri and bred in salesmanship.

He repeatedly has been referred to as the "salesman's salesman," and that appellation expresses not only his gifts as creative seller but also his unrivalled loyalty and feeling for the members of his craft.

"Lloyd doesn't just help you when you're down," explained one of the recipients of his kindness, "he sells you on the idea that you're helping *him* by letting him find you a job."

But beyond his reputation as unlicensed Samaritan, Mr. Venard is conceded to be an industry authority in another and somewhat unrelated field: Women. He is an adroit creator of women's personality shows in radio, and continually is being called upon to speak on the subject before industry groups.

His First Job

Educated at the U. of Missouri where he majored in journalism, Mr. Venard's first job as a salesman was with a merchandising organization in St. Louis. He went to the company from a tour of duty with the Navy in World War I. He left for a duty tour with a bank advertising outfit in Cleveland. From there he boarded a street car firm in the same city to sell transit advertising.

He entered radio in 1934 as sales promotion manager for WGAR Cleveland. Mr. Venard's record there won him a post as sales manager at WCKY Cincinnati.

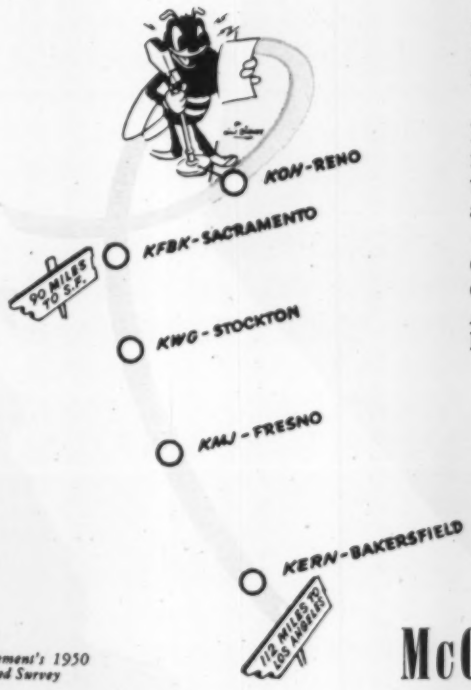
He gravitated to the sales hub of the industry, New York, in 1939

(Continued on page 85)

Buy Spots Now
AND GET THAT BIG
Bonus
IN LISTENERS
WFLA
DELIVERS EVERY
FALL AND WINTER
AT NO EXTRA COST
IN THE BUSY
TAMPA-ST. PETERSBURG
MARKET AND ITS
RICH TRADE AREA.
Tampa Tribune Stations
WFLA AM FM TV
NBC affiliate
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E CUMMINGS
JACKSONVILLE, FLORIDA

It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio



You're taking a step in the right direction when you head for the Bonanza Beeline. There's more buying power there than in *all* Connecticut . . . higher total retail sales than in Cleveland and Boston combined.*

But you'll find your path blocked if you try to cover the Beeline with only *coastal* radio. Beeliners, remember, are independent inlanders. They naturally prefer to listen to their *own* stations . . . stations right *in* inland California and western Nevada.

So make sure you're on the five BEELINE stations. On each one you cover a major Beeline shopping center. On all five, you blanket the whole 3-billion-dollar market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's what you should know about KOH . . . and RENO

Reno's favorite station for 22 years. BMB home-city weekly audience averages 85% daytime, 90% at night. Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index 53% above U.S. average.

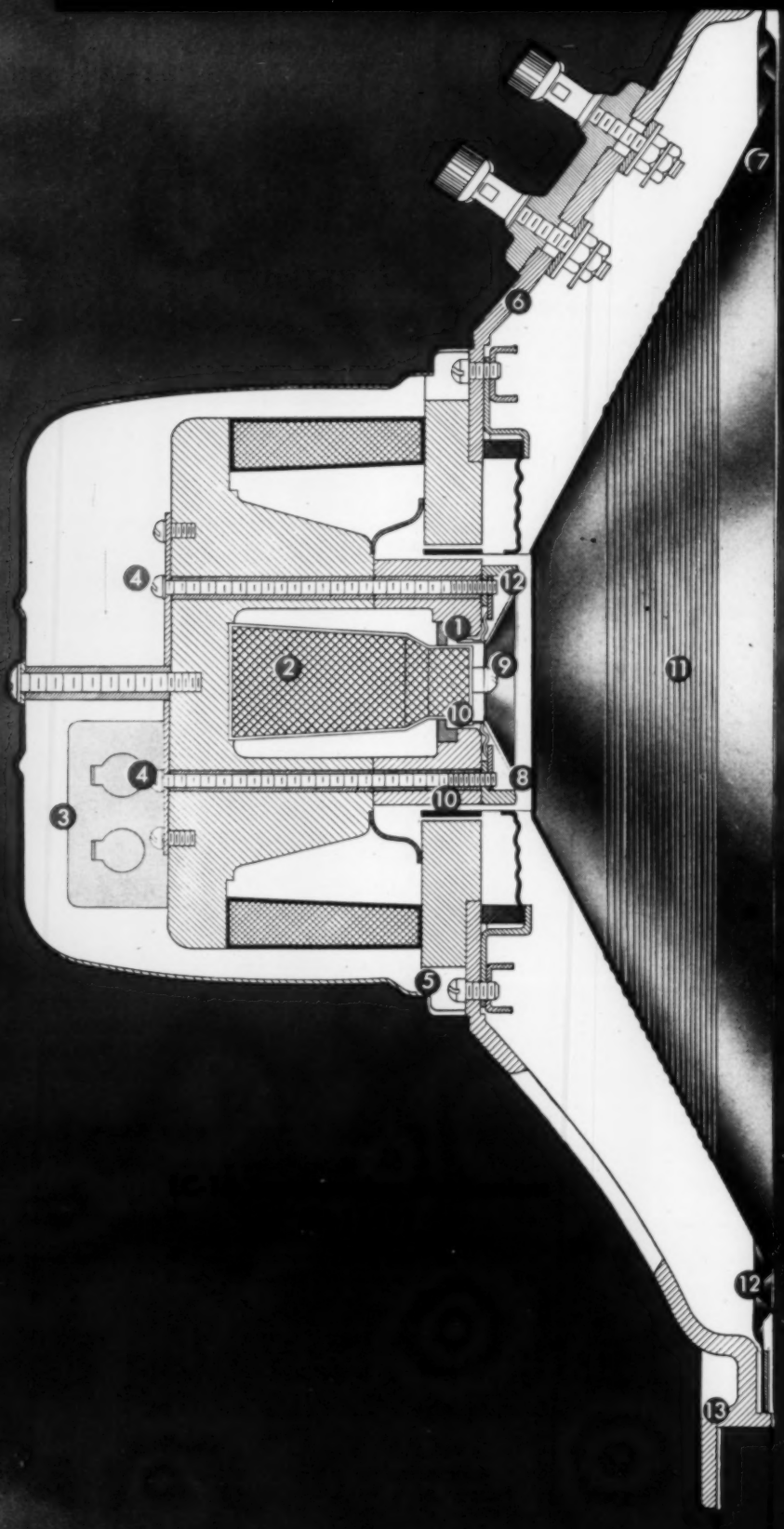
*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

SOUND TRANSLATION



1 H-f voice coil, aluminum wire-wound to deliver full h-f range

2 Heavy ALNICO V magnets

3 Cross-over condenser

4 Centering adjustment for h-f cone

5 Centering adjustment for l-f cone

6 Sturdy die-cast aluminum frame

7 Shallow cone for smooth response and greater angle of distribution

8 H-f and l-f cones coaxially-mounted mechanically independent

9 H-f cone. Diaphragm diameter only 2⅜". Wide-angle distribution to 15,000 cycles

10 Ample gap clearances

11 Massive 15" l-f cone. Bass respon 35 to 2000 cycles at all volume leve

12 Cone rim treated to minimize ed reflections for smoother response

13 Offset mount eliminates front cav —insures smooth response

..... next to perfect!

The Famous LC-1A Speaker

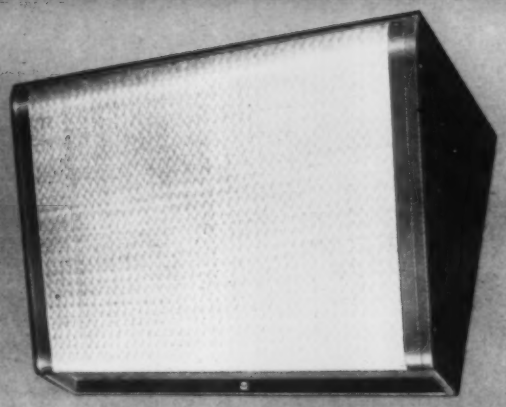
Among the great achievements of the RCA Princeton Laboratories is the development of the most advanced speaker in the world —the RCA Duo-Cone, Type LC-1A.

Expressly designed to give sound its true translation, this professional speaker is matched by no other high-quality sound reproducer.

Unique duo-cone design (originated by Dr. H. F. Olson of RCA Princeton Labs) provides a smooth response from 50 to 15,000 cycles — with no resonant peaks, harmonics, or transient distortion. Full power is radiated over 120-degrees at 15,000 cycles—makes it possible to enjoy high-fidelity sound *any place in the room!* Smooth crossover response around 2000 cycles eliminates all undesirable interference between the high-frequency unit and the low-frequency unit. Controllable "roll-off" at 5 and 10 kc... when used with the MI-11707 filter... restricts the h-f distortion and surface noises present in many recordings.

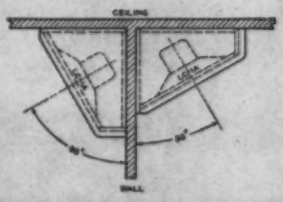
Today, more than 3000 of these speakers are serving in station control rooms, listening rooms, auditioning booths, lobbies, clients' offices, and private homes.

For more information, mail the coupon.



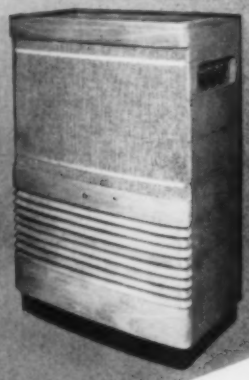
New Wall-Ceiling Housing for LC-1A

Ideal for sound reinforcement in control rooms, auditioning booths, hallways, talkback positions, elevators, executive offices. Port provided for increasing bass response. Finished in harmonizing 2-tone umber gray.



It's Easy to mount

The Wall-Ceiling Housing can be mounted for long or short "throws" —makes the wall and ceiling a part of the acoustical system.



The LC-1A Monitoring Speaker, with Console cabinet and MI-11707 filter

The finest reproducer in the business. Available in a choice of 2-tone umber gray or walnut finish.

RCA

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

Department 19-ID,
RCA Engineering Products
Camden, N. J.

Send me price and information on

- ☐ LC-1A Speaker Mechanism, MI-11411
- ☐ LC-5A Wall-Ceiling Cabinet, MI-11406
- ☐ LC-1A Speaker with Console Cabinet, MI-11411/11401

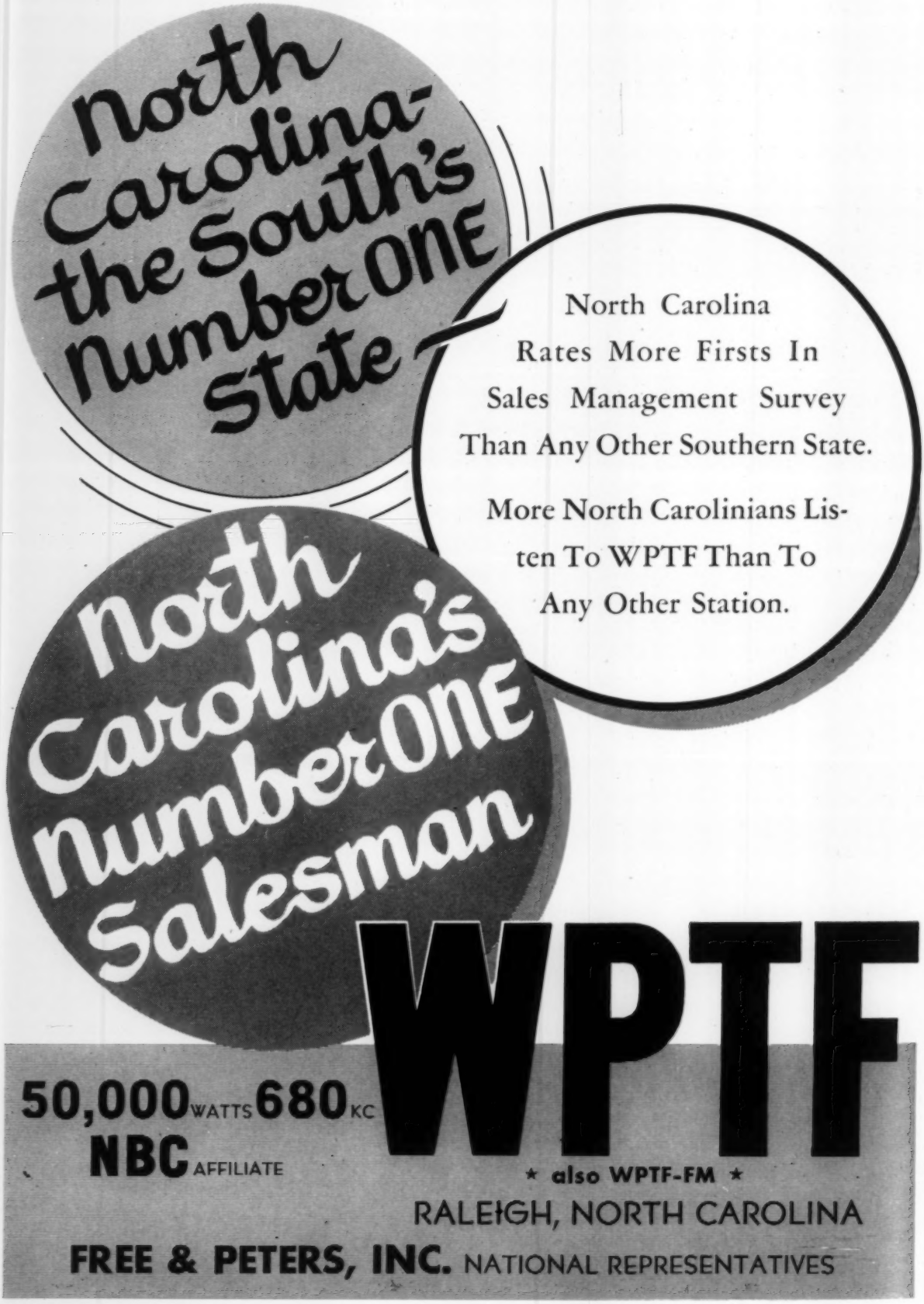
Name_____

Station or firm_____

Address_____

City_____ State_____

XUM


North Carolina-the South's Number ONE State
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
More North Carolinians Listen To WPTF Than To Any Other Station.
North Carolina's Number ONE Salesman
WPTF
50,000 WATTS 680 KC
NBC AFFILIATE
★ also WPTF-FM ★
RALEIGH, NORTH CAROLINA
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 39, No. 13 WASHINGTON, D. C., SEPTEMBER 25, 1950 $7.00 A YEAR—25c A COPY

AMERICA'S SENTINELS: RADIO, TV

Pattern Set

By DAVE BERLYN

RADIO-TV will assume the role of a modern Paul Revere, if and when the United States is faced with an atomic attack. Designated the "nerve system of civil defense," communications last week was given a dual responsibility by civil defense planners:

● Inform and educate the public in the meaning of, planning and operation of civil defense in cooperation with the proposed civil defense agencies.

● Warn and aid the populace in the target area when an enemy attack is imminent.

These functions are outlined in the masterplan for national civil defense which was made public in Washington last week.

President Truman's comprehensive report, "United States Civil Defense," a 162-page document, was sent to Congress with a suggestion that it be adopted as soon as possible after legislators have a chance to study the plan.

Machinery for state seizure of communications as well as transportation facilities in time of emergency—a feature which broadcasting observers viewed with concern—was envisioned in a "Model State Civil Defense Act" recommended by the report.

Congress Takes Action

Coincident with the plan's delivery on Capitol Hill, measures to set up the far-ranging project were introduced in both chambers. The Senate bill (S 4162) was introduced by Sen. Brien McMahon (D-Conn.), chairman of the Joint Atomic Energy Committee; the House bill (HR 9689) by Rep. Carl Durham (D-N. C.), vice chairman of the joint committee. The bills were referred to the Senate and House Armed Services Committees, respectively.

The defense plan embraces nearly every facet of American life and labels communications as the "nerve system," designed to become the key channel of information. The program sets up "guide posts," as Mr. Truman called them, for the federal, state and local governments.

Mr. Truman indicated he would set up a temporary Civil Defense Administration in a matter of days which would serve until Congress acts to put the suggested project into full gear. The temporary agency would be financed from the President's emergency fund.

Congress was expected to scrutinize the plan carefully before acting on the measure. Best estimates as to when action will be taken hinge upon the timing of the expected recess of both houses for the November elections. It isn't likely that any action will be taken, barring an unforeseen international development, until the first of the year when the 82d Congress convenes.

While no figures are mentioned as to what the overall program would cost, it was understood the tab would run into the hundreds of millions of dollars. Although financial aid from the federal government would be provided, the states would have to map out individual defense budgets.

There was little mention of who would be appointed to the civil defense post. Paul J. Larsen, who headed up the National Security Resources Board's civil defense office, resigned on the same day as the report's release. He worked on the report, assisting W. Stuart Symington, NSRB chairman. James J. Wardsworth, Mr. Larsen's deputy, became acting director of the CD unit.

Constant Operation

According to the plan, communications, particularly radio and TV, would operate constantly during an emergency. As viewed by the planners, both media would have as much responsibility before an attack as they would after the bombing.

NSRB spokesmen told BROADCASTING last week that a more technical analysis of radio-TV's function in civil defense is under preparation and will be forthcoming as part of a series of educational, administrative and technical manuals. These also will be distributed to states and cities to "spell out in considerable detail the operating aspects of the program and the functions of the various services . . . ," according to NSRB.

While copies of the CD report were earmarked for federal, state and local officials, they also can be obtained by the public from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., at 25c each, the NSRB explained.

The report points up the need for coordination on the local level of "all forms of communication including telephone, telegraph, facsimile, AM, FM, and TV, radio, teletype, messenger service . . ."

Key points of the proposed civil defense program, with stress on the communications proposals (as suggested in the report and in the model bills) are:

● Establishment of a Civil Defense Administration with appointment of an administrator at a $17,500 per year salary, deputy administrator at $16,000, two assistant administrators at $15,000 each.

● This federal civil defense

(Continued on page 32)

RATES TOP ANA AGENDA

In Chicago

THE ASSN. of National Advertisers' report on radio time values, which demands immediate reductions of radio rates, will be a principal subject of discussion at the ANA's 41st meeting this week in Chicago.

The report will be discussed in a round-table session headed by William B. Smith, advertising director of Thomas J. Lipton Inc., who was chairman of the ANA Radio & TV Steering Committee that prepared the controversial report on time values.

At the time the Radio & TV Steering Committee issued its report, at first on a confidential basis to ANA members only, it was planned to invite representatives of the radio industry to attend the ANA fall meeting and there air the entire subject of radio time rates.

This plan has been abandoned for unannounced reasons, but it is recalled that the disclosure of the ANA steering committee report [BROADCASTING, July 17, 24, 31, Aug. 7] provoked perhaps more controversey than the steering committee may have anticipated.

Another original plan of the steering committee was to conduct a preliminary meeting with representatives of the four radio networks, but that fell by the wayside too when none of the networks accepted the invitation.

Only ANA members will be admitted to the round-table discussion of the Radio & TV Steering Committee's report and no meetings between the ANA and representatives of broadcasting are scheduled during the entire ANA convention.

Participating with Chairman Smith in the round-table will be two advertising agency representatives, John T. Cunningham, executive vice president of Cunningham & Walsh, New York, and Fred B. Manchee, executive vice president of marketing and merchandising, BBDO, New York. They will be the only non-members of ANA present at the session.

Mr. Cunningham is scheduled to present a report on the effects of TV on all other media at a session preceding the round-table, and Mr. Manchee will talk on radio research following the round-table.

The entire opening day (today) of the meeting will be devoted to radio and television. Wayne Coy, FCC Chairman, will speak at the opening session, followed in the morning by Mr. Cunningham. The round-table is scheduled for this afternoon, followed by Mr. Manchee.

Sawyer To Speak

At a luncheon meeting on Wednesday, Secretary of Commerce Charles Sawyer will speak on "Mobilizing Our Economy for Defense," according to Program Committee Chairman Wesley I. Nunn of Standard Oil (Indiana).

The meeting is a three-day affair, Sept. 25-27, and will be held in Chicago's Drake Hotel.

The report by the ANA Radio & TV Steering Committee, a full-dress document of 30-odd pages, quoted data provided by A. C. Niel-

(Continued on page 34)

XUM

Drawn for BROADCASTING by Sid Hix

"Things are always normal around WOF the week they make the shift from daylight saving!"

CITRUS BUDGET

Florida Group May Triple Radio-TV Money

THE FLORIDA Citrus Commission this year is expected to triple its expenditures for radio and television. J. Walter Thompson Co., New York, appointed six weeks ago to take over the Florida Citrus Commission's $1,500,000 advertising account, handled for the past seven years by Benton & Bowles, presented its initial recommendations on Florida citrus advertising for the 1950-51 season at the commission's meeting last Friday in Lakeland, Fla.

J. Walter Thompson executives met Friday morning with the Citrus Commission's advertising committee and in the afternoon with the 14-member commission.

The commission's estimated income of approximately $2 million is derived from a per box assessment on all varieties of Florida citrus, with this season's crop expected to be over 100 million boxes. Three percent is paid to the state of Florida. Of the remainder, expenses of overhead, administrative costs, etc., run about $500,000, leaving roughly $1,500,000 for advertising.

Radio-TV Success

Although Florida citrus advertising in the past has run almost entirely to display ads in national magazines, the value of television and radio spots was brought home to the Citrus Commission last season. A highly successful effort was made in the New York metropolitan area using live television participation shows and one-minute spot radio announcements to promote fresh Florida citrus. Early budget estimates released from the commission indicated a strong trend towards these media.

With the expected starting date of Nov. 15, the new schedule of AM spot advertising will be aimed at 100% saturation of the entire marketing area of Florida citrus, fresh and processed.

Advertising executives present at the Friday meeting were: From J. Walter Thompson Co., New York —Don Francisco, vice president and general supervisor of the Citrus Commission account; Julian L. Watkins, account executive; David Cory, merchandising department, and John H. Forshew, Florida representative. From the Florida Citrus Commission, Advertising Manager Dawson L. Newton.

Mrs. Annie G. Hull, formerly with the Benton & Bowles office, is office manager of the JWT Lakeland office. Mr. Forshew will be manager of J. Walter Thompson's Florida office.

ATLANTIC GRIDCASTS

'50 Schedule Is Set

A "COMPREHENSIVE" regional network coverage by radio and a "greatly expanded" TV budget are features of Atlantic Refining Co.'s 1950 gridiron schedule, Richard Borden, Atlantic's advertising manager, said last Friday.

In announcing Atlantic's completed fall schedule, Mr. Borden said the regional coverage would include a leading number of college squads in the East, South and Middle West.

Earlier this month, Mr. Borden had revealed that Atlantic is spending more for its total radio-TV football budget than ever before in its 15 years of sports broadcasting [BROADCASTING, Sept. 11]. Some of the TV money is coming out of the outlay for radio, it had been explained.

Final details on Atlantic's schedule were held up for some weeks because of an increasing difficulty in clearing TV time, it was learned [CLOSED CIRCUIT, Sept. 18].

N. W. Ayer & Son, Philadelphia, which has managed Atlantic's sports broadcasts since their conception in 1936, again is directing this year's program.

Home Schedules

Complete home schedules will be broadcast of the following teams: Pennsylvania, Pittsburgh, Duke, Navy, Harvard, Brown, Boston College, Holy Cross, Syracuse, Cornell, Ohio State, Penn State, Franklin and Marshall, North Carolina, Clemson, Furman and Princeton.

A staff of about 50 announcers will be used to handle Atlantic's 1950 schedule, many of them veterans who have been on the air for the company since the early years of its football coverage. They will cover such highlight contests as the Penn games with Army, Navy, Cornell; the Duke clashes with Georgia, N. C.; the Harvard-Yale contest; Boston College vs. Holy Cross; Syracuse-Colgate; Ohio State against Michigan, and the Pitt-Penn State game.

Atlantic again will sponsor broadcast of all the 12 games played by the Pittsburgh Steelers National League professional footballers. A network of stations in Western Pennsylvania will be used for this coverage, with WWSW Pittsburgh, the originating station. Also listed on the Atlantic football schedule are all games played by Easton High School to be aired over WEST Easton, Pa.

Final college broadcasts to be carried will be the Fordham-Syracuse and the Boston College-Holy Cross tilts on Dec. 2; the schedule ends on Dec. 10 with the Steelers vs. Chicago Cardinals.

In its debut in the TV big-time, Atlantic will use stations on the NBC-TV network in its marketing area to cover "a combination" of the games played by Harvard and Princeton. This series begins Sept. 30 with the Princeton-William & Mary game at Princeton. Bill Slater, veteran sportscaster, will handle all the games but the opener.

For the 11th consecutive year, Atlantic will sponsor telecasts of all Penn games played at Franklin Field in Philadelphia. They will be covered by WPTZ (TV) Philadelphia. These contests will be announced by Byrum Saam and Claude Haring, also popular veterans of the Atlantic sportscasting staff.

Home games of Boston College will be telecast by Atlantic over WNAC-TV Boston. Les Smith will announce.

ABC STATIONS Advisory Committee held its first meeting of the 1950-51 season last week at the Thousand Islands Club, Alexandria Bay, N. Y. Those in attendance included (l to r): Seated, E. K. Hartenbower, general manager, KCMO Kansas City; Robert E. Kintner, ABC president; Harold Hough, secretary, WBAP Fort Worth; Roger Clipp, general manager, WFIL Philadelphia; Mark Woods, ABC vice chairman of the board. Standing, Otto Brandt, ABC director of TV station operations; Joseph A. McDonald, ABC vice president and general attorney; J. P. Williams, general manager, WING Dayton; Archie Morton, manager, KJR Seattle; Henry P. Johnston, vice president, WSGN Birmingham; Owen Uridge, manager, WQAM Miami; Ernest Lee Jahncke Jr., ABC vice president in charge of stations, and James Connolly, ABC director of AM station operations. Others attending the meeting were Edward Noble, ABC chairman of the board; John H. Norton, ABC vice president in charge of the Central Division, and Frank Carman, general manager, KUTA Salt Lake City. **(Also see story page 91)**

SCHENLEY

Hawaii, Alaska Buys Stir Speculation

SCHENLEY International Corp., New York, last week bought time on Alaskan and Hawaiian stations to advertise whiskies, a venture that possibly portends widespread liquor advertising on the U. S. domestic air.

Commercials for hard liquor have been virtually non-existent in U. S. radio since the first few years after repeal of the 18th Amendment. The purchase last week by Schenley was by far the largest single radio buy by a liquor advertiser in many years.

The Schenley radio campaign in Alaska and Hawaii will unquestionably be watched by broadcasters and by other liquor interests with a view to possible launching of similar advertising in the U. S.

Last week's action by Schenley recalled that the same concern proposed last year to place a big radio campaign in those states which do not have dry laws. This proposal was abandoned reportedly because of inability to clear time on a number of powerful stations that Schenley wanted to buy.

In Alaska Schenley sponsors a five-a-week, 15-minute live sports program which began Sept. 18 and will continue for 26 weeks over the six stations of the Alaska Broadcasting System, at a total cost reported to be $45,000 a week. On Monday, Wednesday and Friday the company broadcasts commercials for Schenley Reserve, Schenley Cream of Kentucky and Old Stag —all whiskies—and Roma Wine; and on Tuesday and Thursday Blatz Beer, a Schenley subsidiary, has the commercials.

Hawaiian Schedule

In Hawaii, Schenley has bought 44 spots per week on KPOA Honolulu with the commercials, all for whiskies, integrated into a musical program, *Around the Town*, six times a week, 10:30 p.m.-1 a.m.

The Alaskan program, packaged by Alaska Broadcasting System, was sold by Charles Soden, eastern sales manager of the system. William Murphy, of McCann-Erickson, agency for Schenley International Corp.; Frank Fox, of Kaster, Farrell, Chesley & Clifford, for Blatz, and Stanley A. Schottland, advertising manager of Schenley International Corp., negotiated the contracts.

A year ago J. L. Leban, president of Schenley, said his company had temporarily abandoned plans to use radio and television [BROADCASTING, Sept. 26, 1949], but said the company would continue to explore their possibilities.

"Except among avowed prohibitionists, who wish to prohibit sale of alcoholic beverages as well as advertising, general reaction is markedly different from that of 10 or 15 years ago," Mr. Leban said then. "The time is undoubtedly coming when distilled spirits advertising on the major radio and television outlets will be accepted as completely for our industry as advertising in the major magazines and in newspapers is today," he said.

COMPLETING negotiations between Schenley International Corp. and Alaska Broadcasting System are (l to r): Charles Soden, eastern network sales manager, Alaska Broadcasting System; William Murphy, McCann-Erickson, agency for Schenley, and Stanley A. Schottland, advertising manager of Schenley International.

* * *

Stations Reluctant

Although it was not officially stated, the report was that Schenley had been unable to buy time on important stations in some wet markets, despite a vigorous effort by the Biow agency, acting at that time for Schenley, to make up a big list of stations that would accept liquor commercials.

Some 200 stations, none of them identified, were known to have agreed to take the Schenley advertising, but these were not enough nor the right ones to suit Schenley's plans at the time.

It was obvious last week that if the Schenley campaigns in Alaska and Hawaii produced desired advertising results and did not rouse a significant amount of adverse public reaction, the advertiser would probably cite its experiences in those two territories in support of a request to U. S. stations to accept whisky commercials.

The history of liquor advertising is not extensive in U. S. radio. After prohibition was repealed, there was scattered whisky advertising accepted by a number of stations. Although no serious public antagonism was ever apparent, other restraining factors prevented widespread liquor use of the air.

Fearing adverse publicity, the Distillers Assn. in 1936 adopted a rule against using network radio. The networks themselves, as recently as last year when the Schenley exploration of radio was in full swing, decided against accepting whisky commercials.

Except in states which have individual dry laws, there seems to be no legal prohibition against the acceptance of liquor advertising by radio or television.

Schenley, other distillers and broadcasters themselves will undoubtedly watch the Alaska and Hawaii experiment with sober interest.

ZIV APPOINTS

Names Three to Sales Force

FREDERIC W. ZIV Co., producer of transcribed-syndicated radio programs, has announced three new appointments to its sales force.

Warren H. Bearden, advertising director, *Atlanta Constitution*, will cover the sales territory of key cities in Georgia and eastern Tennessee, and headquarter in Atlanta.

Don Reynolds, Florida Power & Light Co., will headquarter in Charlotte, N. C., and cover the whole state.

G. W. P. (Red) Atkins, sales manager of WRBC-FM Birmingham, Ala., will headquarter in Birmingham and cover Alabama and Chattanooga, Tenn.

'CISCO KID'

New Contracts Set

NUMBER of dairy producers signing for Frederic W. Ziv Co.'s syndicated production, *The Cisco Kid*, is rapidly mounting. Added to the 19 announced last week [BROADCASTING, Sept. 18], are:

Bridgeman Creameries via KILO Grand Forks, N. D.; Colonial Dairies Inc. via WALB Albany, Ga.; Barker's Dairy & Creamery via KRRV Sherman, Tex.; Capitol City Bakeries via WTAL Tallahassee, Fla.; Heimbach Baking Co. via WHOL Allentown, Pa.; Longhorn Creamery via KWKC Abilene, Tex.; North American Creameries via KXRA Alexandria, Minn.; Hudson Dairy Co. via KBRS Paragould, Ark.; Diamond State Dairy via WDOV Dover, Del.; Roden Dairy Products via WGAD Gadsen, Ala.; Kentucky Dairies, Louisville (station unannounced); Sugardale Provision Co., Canton, Ohio (station unannounced), and Puritan Dairy Co., Joplin, Mo. (station unannounced).

Another Ziv production, *Boston Blackie*, has been sold to the following advertisers:

Atlantic Paint Co., via WTMA Charleston, S. C.; Northwestern Hanna Fuel Co. via WOKY Milwaukee, Wis.; G. & H. Motors Inc. via KLKC Parsons, Kan.; Veach's Furniture Store via WKRZ Oil City, Pa.; Quality Service Dry Cleaners via WAUX Waukesha, Wis.; Merritt Lumber Co. via WHOL Allentown, Pa.; Kay Jewelry Co. via WPAY Portsmouth, Ohio; Cohen Furniture Store via WIKC Bogalusa, La., and to the following stations: KIUP Durango, Col.; KOSE Osceola, Ark.; KAND Corsicana, Tex.; WHIO Dayton, Ohio; WTVL Waterville, Mo.; WHOS Decatur, Ala., and WRHD Duncan, Okla.

MITCHELL LEAVES NBC

To Head APS

MAURICE B. MITCHELL resigned last week from the sales department of NBC to become general manager of Associated Program Service. He had joined NBC a month ago after serving as director of Broadcast Advertising Bureau.

Although not disclosed either by APS or Mr. Mitchell, his salary in his new job reportedly will be $30,000 a year.

Richard Testut, who has headed Associated Program Service, was transferred to the administrative division of Muzak Corp., parent company of the library service, to handle special assignments, according to an announcement by Harry E. Houghton, Muzak president.

Mr. Mitchell joined NBC in the radio network sales department last Aug. 15 after heading BAB since early 1949. One of the most widely known figures in Broadcasting, Mr. Mitchell is celebrated for "Mitch's Pitch," a vigorous type of sales talk he evolved to build broadcast advertising.

In announcing Mr. Mitchell's appointment to head Associated Program Service Division of Muzak, Mr. Houghton said: "With the APS library becoming a more and more integral part in the building of radio and television programs, I know 'Mitch' Mitchell will be invaluable in aiding broadcasters to create additional sales and greater profits."

Before he became director of BAB, which he led with conspicuous success in its formative period, Mr. Mitchell was general manager of WTOP Washington where he had previously headed sales and sales promotion.

Mr. MITCHELL

CAMPAIGN TIPS

Parties Stress Radio-TV

FULL SCALE radio-TV campaigns are underway this fall by candidates of both political parties, who are brushing up on their radio and television "p's and q's," according to Democratic and Republican National Committee spokesmen last week.

To give the candidates an insight into the possible uses of the powerful media, both committees are distributing handbooks to candidates and their campaign managers.

Just off the press is a confidential pamphlet, "How to Use Radio and Television," authored by Kenneth D. Fry, Democratic National Committee radio director [CLOSED CIRCUIT, Sept. 18]. Mr. Fry, former NBC executive, calls radio "the most powerful campaign weapon you've got [to] reach, move and influence more people per dollar and per minute than any other single medium or method."

The Republican committee's radio director, Ed Ingle, also disclosed that the GOP has circulated a new booklet, entitled "Radio and TV as Tools in the 1950 Senatorial and Congressional Campaign."

Radio will be used extensively by the Democratic Party, which, for the first time also is going in big for television. Heaviest radio-TV timebuying and activity by candidates will be in the "critical" Senatorial and Congressional areas.

Use in Connecticut

In Connecticut, where Sens. Brien McMahon and William Benton face a hard battle, radio and television will be the principal medium used by the Democratic candidates. Other Democratic "critical" states and the candidates: Pennsylvania, Sen. Francis Myers seeking re-election; Illinois, Sen. Scott Lucas, re-election; Utah, Sen. Elbert D. Thomas, also re-election; California, battle between Rep. Helen Gahagan Douglas and Republican Rep. Richard M. Nixon; Oklahoma, Rep. Mike Monroney's bid for the Senate; Indiana, Alexander M. Campbell, formerly Assistant Attorney General in charge of anti-trust division, Justice Dept., against GOP Sen. Homer E. Capehart; Ohio, attempt by Joseph Ferguson to upset the Republican seat held by Sen. Robert Taft; and Maryland, Sen. Millard E. Tydings seeking re-election.

All of these candidates as well as the more numerous Congressional candidates will be using 20-, 30- and 60-second AM spots. In addition, the Democrats are planning inserts for radio shows which are being sent out nationwide.

These inserts contain short interviews recorded in Washington with various Cabinet members and other officials. Such cabinet members as Secretary Maurice Tobin, speaking on labor; Secretary Charles Brannan on agriculture, Attorney General J. Howard McGrath, on communism, are featured.

Nationwide distribution is being made of one-minute films for use on television. These feature such Democrat leaders as Vice President Alben Barkley, Senate Floor Leader Scott Lucas and others. Each film contains an endorsement for the party's candidate.

Also being made available is an imposing half-hour radio show for afternoon placement, aimed at the women voters. Leading women Democrats appear on the recorded show, including Mrs. India Edwards, vice chairman of the Democratic National Committee and director of the Women's Division, as moderator; Mrs. Franklin D. Roosevelt; Mrs. Eugenie Anderson, U. S. Ambassador to Denmark; Mrs. Perle Mesta, U. S. Minister to Luxembourg; Mrs. Olive Goldman, UN Commissioner on Status of Women and a U. S. member of the UN delegation; Frances Perkins, U. S. Civil Service Commissioner; Mrs. Nellie Tayloe Ross, director, Bureau of the Mint; Georgia Neese Clark, Treasurer of the U. S., and Frieda Hennock, FCC Commisisoner.

On the theme that women should pay more attention to public affairs and vote, the recordings are available for radio use as a tie-in with the Democratic Women's Day, Sept. 27, marking the 31st anniversary of women's suffrage. There are some 150 platters ready for mailing.

In addition, the Democrats will place spot announcements on radio urging people to vote. These will be on a public service and non-partisan basis.

It is estimated that the Democratic Party is spending at least $100,000 on radio-TV production alone. This figure does not include time purchases.

Last Thursday, William M. Boyle Jr., chairman of the Democratic National Committee, was heard on ABC in a 15-minute talk on campaign issues. A fortnight ago, ABC carried Guy Gabrielson, who holds the counterpart position in the GOP. Both broadcasts were in the public interest and not paid time.

Local Concentration

While a roundup was not available from Republican headquarters in Washington, it was disclosed that the GOP will concentrate on local areas with candidates using both free and paid time on radio and TV.

As a guide for politicians, the parties' handbooks contain recipes on how to win listeners or viewers and keep them. The Democrats present explanations for the following: Types of programs, best time to buy; availabilities; who listens and when; choosing time and stations; planning programs; radio's do's and don'ts; how best to use television; TV availabilities; how and what to telecast; television's do's and don'ts; advertising agencies; rights of political parties and candidates under the Communications Act.

Radio, both booklets explain, means that you are being taken into the voter's living room. The talk must be personal but must hold the listener's attention. At the same time, a television talk will tend to get boring unless there is some action—people introduced, interviews, etc.

"On a practical average, television today costs about four times more per thousand people reached than radio," the Democrats' pamphlet explains. However, it claims that TV exerts much more power on its audience and obtains up to five or six times more active response to the type of program the candidate would present.

It is stressed in the pamphlet that advertising agencies can give tremendous aid in mapping the candidate's radio and TV plans. "That's why the Democratic National Committee has engaged The Biow Co., New York, to handle all

(Continued on page 93)

MRS. WILLIAM S. PALEY (l), wife of the CBS board chairman, makes one of her rare radio appearances with Margaret Arlen, WCBS New York women's commentator. Mrs. Paley spoke on behalf of a fund raising for Long Island's North Shore Hospital.

MANPOWER DANGER

Cited by NAB Dist. 9

THE WAR emergency is starting to take its toll of station personnel, NAB District 9 members were told Thursday as the district meeting opened at the Northernaire Hotel, Three Lakes, Wis.

Several station managers disclosed that just in the last few days they have lost executives and staff employes to the armed forces.

Charles C. Caley, WMBD Peoria, Ill., presided at the meeting as district director.

Richard P. Doherty, NAB employe-employer relations director, warned that manpower restrictions are coming up along with extension of the military draft. He expressed the opinion that deferments will be granted only for age and physical unfitness, with possibility of no occupational deferment whatever.

With tightening of the war emergency he predicted good news writers will be come as indispensable as engineers.

Ralph W. Hardy, NAB government relations director, said the industry's "self-initiated move to aid in the defense effort is our best public relations move to date." Mr. Hardy described the defense bulletin which NAB will publish First issue was to be distributed today (Monday). Mr. Hardy said the Broadcasting Defense Council, soon to be announced, will guide industry defense activities.

Property Protection Urged

Mr. Hardy predicted the wartime seizure of materials used by broadcasters would not exceed 10%. He said the FBI has recommended that broadcasters contact local police on extent of vital physical properties which might be endangered and also explain how personnel are processed.

Robert K. Richards, NAB public affairs director, reviewed NAB activities on behalf of the membership. He showed his department's new slide film, which for the first time depicts all of the basic services rendered by the association.

In discussing station operating and labor problems, Mr. Doherty warned that "concessions by a single station can unravel the whole fabric of the industry's relations with labor across the country."

He recommended that investments in station services "should be tailored to your needs, and not to your whims and fancies."

"As the dollars roll in with your present prosperity," he said, "don't let your staff or equipment grow too large. It is better to come out of prosperity with a reserve rather than with an over-developed physical plant."

'High Quality Workers'

Mr. Doherty cautioned against specializing staff duties to such an extent that new workers are required for these specialities. He urged managers to hire quality workers who can combine various jobs, thus eliminating watered positions.

RADIO'S WAR DUTIES

Shouse Cites Problems

By JAMES D. SHOUSE*

CHAIRMAN OF BOARD, CROSLEY BROADCASTING CORP. NAB DIRECTOR-AT-LARGE FOR LARGE STATIONS

ONCE AGAIN our industry is facing grave problems—and in view of the recent FCC report on color, the television operators seem to be in for more than their fair share.

Mr. Shouse

Actually, I have sometimes thought that in the past the broadcasting industry, like the old maid looking under the bed, has been predisposed toward finding trouble and perhaps a little restless and disappointed when it does not. And while it seems that our troubles are always with us, the potentiality of the trouble today is so far-reaching that it makes some of the issues of the fairly immediate past seem picayune indeed.

Such grave problems of the past as whether network programs ought ever to be transcribed, or whether transcribed spot announcements should be labeled as such, seem like the schoolboy irritations of the past, remembered by an adult facing appalling and thoroughly significant problems in the future.

I don't suppose any of us can forget for very long the very real perplexities presented to the broadcasting business with the mushroom growth of television. But there are problems on a scale vaster by far than even the television colossus, and they are being worked out this very day on mountain roads and rice paddies 10,000 miles from the Terrace Plaza.

It may be, and none of us is ignoring this possibility while hoping with all our hearts it won't come true, that the next time the 7th District has a meeting this country could be at war with Russia. The impossible sometimes has a hideous way of becoming the plausible and finally the commonplace fact in our life, and if the monstrous threat ever becomes the monstrous reality, broadcasting will be called on as it never was even in the last war, as the last best hope for healing the shattered bones of continents and the men who try to dwell on them.

Radio proved its vast power in the last war in our own country. Radio recruited men, sold bonds and brought news of the conflict into the mass consciousness of those at home. In countries occupied by another enemy, it was the voice not only of hope but of the underground which was doing a military job. To soldiers, this radio, with all the old familiar programs transplanted thousands of miles, was the biggest link with home, and the Jack Bennys and Fibber McGees, incredibly enough, could be heard within the sound of machine gun fire and crumping mortar shells.

'Voice of Truth'

At this very moment, this radio is the insistent voice of truth penetrating the Iron Curtain where all else has failed, and what it may be tomorrow no man can be audacious enough to predict.

Whatever the task imposed on it, this proved and powerful giant of communications will respond. It is certainly no cowardice to hope that the task will never be put on our shoulders.

Sometimes we in broadcasting wonder why we support a trade association. But on sober reflection we find it is often the intangibles and the imponderables that most specifically justify an association. WLW Cincinnati has paid more than $100,000 in supporting the NAB over a period of years. I know this—that today WLW is still able to pay its dues and will continue to so; that it is a free radio station in our economy, just as your stations are free.

*Text of opening remarks at NAB District 7 meeting in Cincinnati.

EXPRESSING their pleasure over the recent debut of *Memo from Molly* on Columbia Pacific Network are (l to r): John Harvey, advertising manager, Lucerne Milk Co., division of Safeway Stores, sponsor of program; Merle S. Jones, general manager, CPN and KNX Hollywood; Ole Morby, assistant sales manager, CPN.

DISTRICT 7 MEET

Stresses NAB, BAB Support

CALL on non-members to join NAB and support of the plan for a greatly enlarged Broadcast Advertising Bureau were voiced at the NAB District 7 meeting, held Monday-Tuesday at the Terrace Plaza Hotel, Cincinnati.

James D. Shouse, WLW Cincinnati, NAB director-at-large for large stations, presided Monday at the opening of the two-day meeting in absence of the District 7 director, Gilmore Nunn, WLAP Lexington, Ky. Mr. Nunn presided at the Tuesday sessions.

Detailed portrayal of NAB functions for the membership and industry as a whole was given the 100 delegates by Robert K. Richards, NAB director of public affairs.

In a resolution, District 7 called on non-members "to join with us in membership in an association which shall speak for all broadcasters in a strong and united voice that shall insure the strength of our own industry in our search for improved economic and social goals, convinced that at the same time this service will most greatly advance each individual member."

Other resolutions thanked associate members for their part in association affairs; thanked Ralph H. Jones Adv. Agency for a cocktail party given delegates; praised planning of the meeting by Mr. Shouse and the WLW staff and also praised service of Mr. Nunn as district director; voiced appreciation of the BAB presentation by Allen M. Woodall, WDAK Columbus, Ga., NAB District 5 director and member of the NAB board's BAB Committee; congratulated John Patt, WGAR Cleveland, on his elevation to presidency of the G. A. Richards stations; lauded participation of NAB President Justin Miller and other staff members in the two-day meeting; called for support of BMI.

Demand for immediate clarification of Ohio's sales tax law with respect to broadcasters was voiced at the Tuesday session. Robert Fehlman, WHBC Canton, said some Ohio stations have been visited by state tax officials "who claim that the stations have been lax in fulfilling all provisions of the state's sales tax law."

Requests Clarification

"Since these laws and our responsibility to them have never been fully explained, we request an immediate clarification of this legislation," he said.

Following a conference of Ohio station executives, Carl George, WGAR Cleveland, named a committee to urge further action and a study of the tax question.

President Miller, in his speech explaining NAB operations and policies, referred to dynamiting of the Voice of America tower at Bethany, Ohio, citing the importance of international broadcasting in the present world crisis (see story page 44).

Others who took part in the meeting included Charles A. Batson, NAB television director; Lee Hart, BAB assistant director; Robert Burton, BMI vice president; Richard P. Doherty, NAB employe-employer relations director.

SET OUTPUT

FM Tuners at High Peak, RTMA Reports

PRODUCTION of radio and TV receivers containing FM tuners has reached the highest ratio in more than a year, according to July production figures of Radio-Television Mfrs. Assn.

Total July radio and TV set output hit the lowest point of the year, due to the annual RTMA shutdown during the first two weeks of July. This shutdown delayed collection of RTMA production figures nearly a month.

Total television production of RTMA members in July was only 253,457 sets but it is known that in late August the total industry output of members and non-members was near 200,000 per week.

Production of radios by RTMA members totaled 423,003 sets in July. This compared to 1,054,456 radio sets turned out by members in June, a record figure for the year.

Of the July radio sets nearly 25%—102,037 receivers—contained FM or FM-AM tuning. In the case of TV sets, 45,284 out of the 253,457 produced—18%—contained FM tuners.

In all, RTMA members have produced 641,889 FM and AM-FM radios in seven months of 1950 plus another 270,957 TV sets with FM, a total of 912,846 sets containing FM tuning.

Breakdown of radio and TV production by RTMA members for the first seven months of 1950 follows:

* * *

	TV	Home Radio Sets (Incl. Portables)	Automobile Sets	All Sets
January	335,588	470,715	189,480	995,783
February	367,065	529,254	221,139	1,117,458
March (five weeks)	525,277	724,691	255,673	1,505,641
April	420,026	648,352	234,354	1,302,732
May	376,227	693,592	206,464	1,276,283
June	388,962	784,108	270,348	1,443,418
July	253,457	332,748	90,255	676,460
	2,666,602	4,183,460	1,467,713	8,317,775

XUM

Shopping WITH THE MISSUS

Milnot, Shopper and Grocer Meet On WBBM's Program

A MIDWESTERN dairy farmer decided 20 years ago that the average housewife uses more cream than she can afford. By the process of compounding evaporated skimmed milk and cocoanut oil, Charles Hauser of Litchfield, Ill., 50 miles from St. Louis, produced a cream substitute that paralleled the original in at least one respect —it whipped.

Carolene Products Co. chose the product name Milnut, denoting that it contained milk solids and cocoanut oil. The name was changed from Milnut to Milnot in 1942 when wartime curtailment of cocoanut oil made it necessary for the company to substitute hydrogenated vegetable oil as a major ingredient. It was then that domestic vegetable oils were refined to a point comparable to cocoanut oil.

Decision Made To Try Radio

Even with this apt name, however, sales climbed only in the area surrounding Litchfield, due largely to the good name and reputation of the Hauser family. In an effort to create regional appeal, the company promptly turned to radio as a "major" advertising medium.

Beginning with spots on such nearby stations as WTAX Springfield, Ill., and KMOX St. Louis, the company later invaded Indiana via WFBM Indianapolis, and within two years found that the increased demand called for a new and more modern plant in that state. This new plant was built at Warsaw, in north central Indiana.

It was then that Carolene Products bought announcements on one of the Windy City's most powerful stations—50 kw WBBM. There the company became program-conscious.

In 1946, H. Leslie Atlass, WBBM general manager and vice president of CBS, dreamed up *Shopping With the Missus.* Nominating one of his most personable announcers as m.c., Mr. Atlass proposed that a daily program of interviews be scheduled in every grocery store within a 50-mile radius of Chicago handling Milnot.

Informal Questions Asked of Shoppers

The announcer would set up his mike in any department of the store the grocer desired, making the storekeeper happy, to begin with. He would then start asking a succession of women patrons the same question—examples: What's the average number of words in a telephone conversation? How many times does the average woman open the refrigerator door daily? The "Missus" coming closest to the right number would receive a "useful" jackpot prize—usually a household appliance or table service—but all contestants would receive three cans of Milnot plus a dollar's worth of grocery staples.

Carolene's agency, Henri, Hurst & McDonald, Chicago, approved of the idea, and later Mr. Hauser, working direct with stations, placed a similar show on KTUL Tulsa, a news show on KWK St. Louis, a telephone quiz program on KTTS Springfield, Mo., and a vocalist *(The Singing Pastor)* on WKY Oklahoma City.

Meanwhile, he increased the WFBM Indianapolis allocation to provide for a news show, and put additional cash into WTAX Springfield, Ill., for an audience participation breakfast show. By 1948, production facilities were set up in West Seneca, Okla., and Seneca, Mo.

Typical of the success of Milnot programming is *Shopping With the Missus,* which draws between 300 and 400 letters weekly to WBBM Chicago. Every week-day since June 2, 1946, Jim Conway, a tall, blonde, and easy-going former Navy flyer, has visited a different Chicagoland grocery store. His interviews, always in good taste and in a subdued, conversational tone, are taped between 11 and 11:15 a.m. "when the 'Missus' is doing her morning shopping."

Playbacks Feature Of Interviews

Mr. Conway has made it a policy to play back all recordings while still in the store so that contestants and their friends can hear their own voices. Shows are aired the following broadcast day between 8:45 and 9 a.m., "when the 'Missus' is at home."

Carolene Products makes every effort to set the stage properly for each broadcast. One month before the show is to be taped, the Chicago Milnot broker sends a salesman to get acquainted with the store manager and to discuss preliminary plans. Ten days before the performance, Milnot representatives put up posters in the store heralding the forthcoming event.

Prepares Backlog Of Information

Meanwhile, Mr. Conway is acquainting himself with the store manager's background, in anticipation of working him into the show. He gets his material from a voluminous file of biographical information kept up to date by WBBM. A valuable aide both before and during each show is Hooper White, director and producer of the program and responsible for setting up prizes.

Shopping with the Missus has never missed a store performance due to inclement weather or tragedy, but on one occasion it was necessary to use a substitute tape when the store in which a recording was made the previous day burned down during the night. WBBM keeps several spare tapes in readiness in case of emergency, although it would not be difficult to make a last-minute store reservation since most store managers are anxious to have the show return at any time. One grocer on Chicago's North Damen Ave. claims his volume has been up $500 weekly since the program recently was aired from his store. The broadcasts have an average of 60 would-be participants and their friends.

Since Milnot was fortified with

* * *

CHARLES HAUSER — MARTIN HAUSER — VICTOR HAUSER — MELVIN HAUSER

vitamins "A" and "D" 12 years ago, the company asserts it is healthful and wholesome as well as economical. Recent 20-second spots on television stations in Chicago, Indianapolis and Bloomington, Ind., point up these claims. At present, WBKB (TV) Chicago, WFBM-TV Indianapolis, and WTTV (TV) Bloomington are used.

Mr. Conway

Company officials attribute their present-day success to "the close tie-up between advertising and immediate sales afforded by radio and television." Sources close to Carolene Products indicate that the company's allocation for radio and television in 1950 will be more than 70% of its total advertising budget.

Heading the Carolene organization is Charles Hauser, founder and president of the concern. Each of Mr. Hauser's three sons is an official of the company. Melvin Hauser is treasurer and in charge of production; Martin is secretary and handles sales and advertising; and Victor is assistant secretary.

Other Articles On Dairies and Dairy Products In BROADCASTING • TELECASTING

Hopalong Cassidy Sells Milk—*A featurette, July 24, 1950.*

Marindale's Plant That Budda Built —*A feature, May 15, 1950.*

Borden Clicks With 'County Fair'—*A feature, Nov. 7, 1949.*

RED CONTROL

Truman Expected To Veto

PRESIDENT TRUMAN was expected to veto the Communist control bill which was sent to the White House last Friday. Both houses of Congress had approved a measure (HR 9490) embodying various House and Senate proposals and wrapped up into a single package by a joint conference committee [BROADCASTING, Sept. 18].

The bill, bearing a provision to label all Communist-sponsored radio and television programs, had received a substantial vote of approval both in the House and Senate, indicating that there probably will be enough votes to override a Presidential veto.

A White House message reportedly was being drafted in which Mr. Truman was expected to denounce the bill as unconstitutional and a threat to American liberties.

It was agreed in conference to insert a provision in the bill to disavow that the intent of any portions of the control measure were designed to "authorize, require, or establish military or civilian censorship or in any way to limit or infringe upon freedom of the press or of speech . . ."

FINANCE FIRMS

Use 'Good Advertising'—Cone

CONSUMER FINANCE companies should use "good advertising, pitched to hope and not despair, by talking about budgets and making them work, and credit and what good credit means," in the opinion of Fairfax M. Cone, board chairman of Foote, Cone & Belding. Mr. Cone spoke Friday morning at an advertising forum conducted during the 36th annual convention of the National Consumer Finance Assn. at Chicago's Edgewater Beach Hotel.

Mr. Cone

Appearing with him were John T. Snite, vice president in charge of advertising for Imperial Credit Co., Chicago, who talked of radio for the small organization, and N. T. Schwin, advertising director of Household Finance Corp., Chicago, who discussed the consumer finance concern's use of television.

Mr. Cone, reminding his audience that "advertising is only a substitute for personal selling," suggested that advertising "could be the secret and the strength" of consumer finance agencies because of their volume of business. "Advertising is the secret and strength of mass selling that makes mass production."

Recommending "better selling and better advertising" for finance businesses, Mr. Cone said most such concerns sell "emergencies rather than money, the greatest commodity of all!" Americans, as a result, "have no notion whatever of the real and continuing service that most of you offer." Commenting on several newspaper ads placed by finance companies, Mr. Cone said: "Not one talked seriously and helpfully to thousands of people with problems that most of you are set up specifically to solve, or sold a fine business way of meeting problems not yet pressing, or told about application of business methods to family financing. Not one said a word about building up credit, or looking ahead to emergencies, or of the thousands who regularly and happily use these facilities."

He concluded that "your advertising over the years has failed to prove you are understanding, but I happen to know this is not the case." Mr. Cone said, "I learned from finance companies personally that money is a commodity you purchase for use like any other. You have it to sell, on fair terms to honest people, to help them live better."

Offer 'Vital Service'

"I know the personal finance business offers a service as vital as insurance, but I believe it is one of the least generally understood businesses in America and is widely held to be only a business of one-sided profit, and sometimes exorbitant and unconscionable profit at that."

Mr. Snite outlined his successful use of radio in Chicago during the past four years. "The more experience I have with radio, the more I am sold on its ability to create conditioned reflexes in the minds of people," he concluded. His advice to consumer finance men:

"If you go into radio, be sure you are keeping accurate records. Then pick out a radio station with a large enough audience potential. Use music on records with a personality master of ceremonies. Test out your commercials to make sure you're using the appeals most effective in your locality. Put those commercials in the guise of a regular-fellow personality. Plan to stay on at least a year because you may be disappointed during your first six months.

Finally, he cautioned, "Remember, it works three ways: In getting you immediate business; in fertilizing the territory so your other forms of advertising do better, and in building up in the minds of prospective customers those conditioned reflexes that immunize them against competition. Radio can pay, if you use it to the fullest."

Mr. Schwin supervises production of *People's Platform* on CBS-TV, now in its second year. His firm is believed to be the only one of its kind on network TV.

Asserting that "radio listening during TV hours tends to decline very substantially whenever television enters the picture," Mr. Schwin said the TV advertiser is frequently taking video money from other media allocations as it "does not always come from new advertising funds or special appropriations."

Aspects of TV

Aspects of TV which he believes are of "peculiar interest to us as a finance company": (1) High sponsor identification, "higher than in radio"; (2) the 40-mile physical limitation, which restricts viewing to area offices; (3) "sets are no longer a rich man's toy, and are sold widely in the economic class where consumer finance companies do business."

TV, however, "has been abused by some stations and advertisers." Charging that some stations, "in their desire to get into the black," permit commercials in "bad taste or too long."

THIS group meeting for a between-sessions discussion at the annual four-day meeting Sept. 18-21 of managers of Columbia-owned stations and stations represented by CBS Radio Sales includes (l to r): E. H. Shomo, general manager, KMOX St. Louis; Harold Fellows, manager of New England operations; Arthur Hull Hayes, vice president of San Francisco office and KCBS; John Akerman, assistant general manager, WBBM Chicago; Hubbell Robinson Jr., vice president in charge of network programs; Louis Hausman, vice president in charge of sales promotion and advertising, and Donald T. Thornburgh, president, WCAU-AM-FM-TV Philadelphia.

GUARD RADIO

Fleming Praises Stations

RADIO was saluted last week as "patriotic" for donating free time over more than 1,600 stations by Maj. Gen. Raymond H. Fleming, acting chief of the National Guard Bureau, Washington, D. C. Gen. Fleming said the stations donated free time to help build up the Guard's national recruitment drive.

"The patriotic response to the National Guard request for help is heartening and reflects the readiness of the radio industry at all times to give generously on behalf of all worthy public and national causes," Gen. Fleming said.

Acceptances from the stations were received for the 15-minute recorded program, *The National Guard Show*, which has been offered to all AM stations which have Guard units in their areas.

XUM

U. S. NARBA PROPOSAL *Pends Cuban Reply*

U. S. DELEGATES late last week were awaiting Cuba's reply to their proposal, officially submitted Monday [CLOSED CIRCUIT, Sept. 18], that in essence the final U.S. "offer" in the unsuccessful Havana conference last winter be made the starting point in current negotiations for a new North American AM treaty (NARBA).

The Cuban reply, it was assumed, would take much the same tack as the counter-offer which Cuba made in the bilateral discussions at Havana—and which the U.S. rejected.

U.S.-Cuban differences heretofore have been the primary bar to agreement on a new overall NARBA. Observers therefore felt the terms of the forthcoming Cuban reply may serve as a weathervane indicating whether the conference will achieve overall agreement or deteriorate into a series of bilateral agreements.

Besides reconciling U.S.-Cuban differences, the conference is slated to evolve an agreement which is also satisfactory to Mexico, who did not take part in the overall sessions at Montreal last fall and winter but who is now participating actively in negotiations.

If channel allocations satisfactory to these three nations can be devised, observers thought it likely —in the light of negotiations to date—that arrangements can be made which will also be satisfactory to the other participating nations. These are Canada, Bahamas-Jamaica, Dominican Republic, and Haiti.

U. S. Assignment List

The station-assignments list which the U.S. proposed for use as a "reference point" for further negotiations was the one which U.S. delegates submitted to Cuban officials under date of Feb. 22, while the two delegations were attempting in Havana to resolve mutual differences which had stalemated the overall sessions at Montreal.

Under the provisions of this list [BROADCASTING, March 6, 13], which for a time appeared to have Cuban indorsement "in principle," Cuba would:

- **Give up all operations not authorized by the NARBA which expired March 29, 1949, or by the new agreement;**
- **Receive special rights on three U. S. 1-A clear channels on which she also had rights under the expired NARBA, and give up unused NARBA privileges on a fourth (890 kc—WENR-WLS Chicago). The three: 640 kc (KFI Los Angeles); 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis).**
- **Receive Class 2 rights on 16 1-B channels, most of which are variations of rights granted under the expired treaty. The channels: 680, 810, 850, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1170, 1190, 1520, 1550 and 1560 kc. Of these, the old NARBA gave Cuba no rights on 1070, 1080, 1520, and 1550 kc.**
- **Receive rights to use power above 5 kw on the same number of channels on which she had such rights under NARBA. These would be: 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc.**
- **Be granted "special" protection on a "realistic" basis from future U. S. assignments on 12 channels: 550 570, 590, 630, 640, 690, 740, 860, 920, 980, 1010 and 1560 kc. On 1010 and 1560 kc the U. S. would continue to afford 1-B protection to Cuba, but would insist on reciprocal protection of WQXR New York and KPMC Bakersfield, Calif. on 1560 kc. On the other channels, the full degree of additional protection which Cuba had requested was deemed "inconsistent," but U. S. indicated willingness to grant a "greater" degree of protection from additional U. S. assignments than that "previously recognized for Class 2 and Class 3 stations"—provided it is done "realistically."**
- **Be permitted to operate with 1 kw on the 1340 kc local channel.**
- **Receive protection from future U. S. regional assignments for Cuban 250-w stations assigned on regional channels under the agreement.**
- **Operate a 1 kw part-time station on the 1-A 1160 kc channel, limiting the operations to protect KSL Salt Lake City, the U. S. dominant, in accordance with the expired NARBA.**

This Feb. 22 list was proposed in the current negotiations as a reference point for further deliberations, not as an "offer" to Cuba.

In its "reply" to the Feb. 22 list at Havana—which was expected to provide the pattern for its reply in the current negotiations — Cuba asked, among other things, that the U.S. make no future assignments on 550, 570, 590, 630, 690, 730, 740, 860, 920 and 980 kc in Florida and southern Georgia, Alabama, Mississippi and Louisiana; reserved the right to make further demands on U.S. channels in event negotiations with Mexico were unsatisfactory; requested greater protection than the U.S. indicated with respect to other specific frequencies; and asked for rights on any clear-channel frequencies which might be broken down by additional assignments made by either the U.S. or other nations.

Since the U.S. rejected this proposal at Havana, observers felt that its re-submission by Cuba now would mean that any hope for final agreement between the two countries must necessarily lie somewhere between these demands and the Feb. 22 "offer" of the U.S.

McCOY QUITS FCC

Joins Fort Industry Co.

JOHN E. McCOY, chief of the television branch of FCC's Bureau of Law, resigned last week to join the Fort Industry Co. as staff attorney at headquarters offices in Birmingham, Mich. Joseph N. Nelson, attorney in the Commission's TV law branch, becomes acting chief.

Mr. McCoy

Fort Industry Co., of which George B. Storer is president, owns and operates WSPD-AM-FM-TV Toledo and WLOK-AM-FM Lima, Ohio; WWVA-AM-FM Wheeling and WMMN Fairmont, W. Va.; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami and WJBK-AM-FM-TV Detroit.

Joined FCC in 1946

Mr. McCoy joined FCC in March 1946 as attorney in the AM law branch and was promoted to chief of the FM branch in December of that year. He became head of the TV branch in June 1948 and in the latter capacity has been active in the current TV reallocation proceedings before the Commission.

Born in Nutley, N. J., in 1911, Mr. McCoy was graduated in 1934 from Dartmouth College and in 1937 from Yale Law School. His early legal experience was gained with Cadwalader, Wickersham & Taft, New York, after being admitted to the New York bar in 1938. He joined the Navy in 1944, serving as tactical radar officer with rank of lieutenant aboard a destroyer in the Pacific. Later he was contract termination officer for Navy at Western Electric.

Mr. Nelson, who is 42 and a native of New York, has been with FCC's legal staff since 1946. Prior to that he was with the trial examining division of the National Labor Relations Board and a chief counsel in the rent department of the OPA. He received his law degree in 1930 from St. John's U., New York.

LATHROP WILL *KFAR, KENI in Bequests To Employes, Friends*

REPUTED to have been Alaska's leading industrialist and wealthiest man, the late Capt. Austin E. Lathrop bequeathed substantial portions of his multi-million-dollar estate to relatives, friends and employes of his many business interests, including KFAR Fairbanks and KENI Anchorage.

Details of his will were revealed last week with filing of an application at FCC for consent to involuntary transfer of control of KFAR and KENI to the executors of his estate. Capt. Lathrop was killed in July when he fell from a coal car at his Healy River Coal Corp. mine at Suntana, Alaska [BROADCASTING, July 31]. He was 84.

The estate, described as in excess of $500,000 when filed for probate in the Fairbanks precinct court, unofficially has been estimated to total $3 million to $4 million or more. Capt. Lathrop was president and 95% owner of Midnight Sun Broadcasting Co., licensee of KFAR and KENI. He also had extensive mining, banking, commercial and publishing interests which were operated in part under the Lathrop Co.

More Than 50 Named

More than 50 relatives, business associates, employes and hospital and educational institutions were left gifts of stock in the Lathrop Co. while cash bequests were left to about 100 other individuals and groups, including all organized churches in Anchorage, Fairbanks and Cordova.

Employes of KFAR and KENI were willed from $400 to $800 each, depending on length of service, while employes of other Lathrop companies received similar gifts.

Upon distribution of the initial bequests, according to the will, the residue of the estate, including Midnight Sun Broadcasting Co., is to be held in trust for five years at which time it would be distributed among the Lathrop Co. stockholders in proportion to their respective holdings.

Executors of Estate

Executors of the estate, part of whom also are officers and minor stockholders in Midnight Sun Broadcasting, include: Miriam L. Dickey, for many years personal secretary to Capt. Lathrop and who becomes president of Midnight Sun Broadcasting; Sydney C. Raynor, Anchorage; Edward F. Medley, Seattle, for many years Capt. Lathrop's attorney and new secretary-treasurer of Midnight Sun Broadcasting succeeding Miss Dickey; Harry J. Hill, Anchorage; Austin G. Cooley, Capt. Lathrop's nephew who is with the Times Facsimile Corp., New York, and who succeeds Mr. Medley as vice president of Midnight Sun Broadcasting. This group, plus L. W. Baker, Seattle, were named in the will as suggested trustees of the estate.

Mr. and Mrs. Cooley were willed 200 shares in the Lathrop Co. while Messrs. Hill and Raynor and Miss Dickey each got 150 shares. Mr. Medley got 75 shares and Mr. and Mrs. Baker received 25 shares. Some also got stock in other Lathrop companies as well.

Alvin O. Bramstedt, KFAR manager, received 35 shares as did August Heibert, KENI manager and technical director of Midnight Sun Broadcasting. Gilbert A. Wellington, Seattle, West Coast business representative for the stations, received 35 shares also. Stanton D. Bennett, former chief engineer at KFAR and now with KOMO Seattle, received 20 shares.

Capt. Lathrop reportedly built up his interests from virtually nothing during 61 years he lived in the Northwest and Alaska.

XUM

RED PROBLEM MOUNTS

AFRA Calls All-Industry Meet Sept. 29

NEW GROUPS crowded the anti-Communist arena last week, as an all-industry meeting in New York to seek an "intelligent solution" to issues raised by the dismissal of Jean Muir and others was called for Sept. 29 by the American Federation of Radio Artists.

Representatives of the major networks, NAB, AAAA, ANA, and one large independent firm were invited to attend, it was announced by A. Frank Reel, AFRA national executive secretary. Replies to the invitations, which were mailed last Wednesday, are expected this week.

Meanwhile, the circle of protests and expressed concern widened throughout the radio-TV community.

Television Authority, in a resolution adopted by the eastern section of its national board, called upon the American Bar Assn. and the Bar of the City of New York to appoint a committee to prevent destruction of "basic individual rights." Text of the resolution read:

Television Authority representing the interests of more than 25,000 members of Actors Equity Assn., American Guild of Variety Artists, American Federation of Radio Artists, American Guild of Musical Artists, Chorus Equity Assn. in television, views with great alarm the tendency on the part of sponsors and advertising agencies of succumbing to self-appointed pressure groups.

The TVA board condemns communism and abhors this vicious and ungodly ideology which has taken root in some parts of the world.

Caution Urged

TVA believes that if the United States is to remain an effective bastion against communism, it must determinedly resist the efforts of individuals or groups who in their anti-Communist zeal, destroy basic individual rights which have made our country great and strong.

One of these rights is the American privilege of being considered innocent until proven otherwise and of being entitled to a hearing before being condemned. Certain individuals and groups have recklessly ignored these American rights and, through statements and publications, have irreparably harmed the reputation and livelihood of many loyal Americans.

TVA condemns such tactics.

The United States government is the only qualified body capable of determining through judicial process who is and who is not loyal, and TVA stands ready and willing to assist our government in ferreting out disloyal Americans. If our American form of government is to survive, snoopers and fanatics must be exposed for what they are.

TVA stands ready to join with the broadcasting industry to correct this evil and calls upon the American Bar Assn. and the Assn. of the Bar of the City of New York to appoint a committtee for this purpose.

When the AFRA resolution to call an all-industry meeting was first announced a fortnight ago [BROADCASTING, Sept. 18], the General Foods Corp. (which cancelled Jean Muir's contract following protests based on her *Red Channels* listing) issued the following statement: "We are in hearty accord with any constructive effort which may lead to a solution of the problem which is facing sponsors of radio and TV programs, advertising agencies, broadcasters, and entertainers. We would urge the appointment by the major interested groups of a small committee to study the problem and recommend a solution."

Authors League Hits Plan

The Authors League of America Inc., apparently believing that General Foods envisaged a committee to sit in judgment on personalities, attacked the idea:

The latest phase in the grim farce of red-listings in the radio field is a proposal by the General Foods Corp. to set up a joint industry board which will pass upon "controversial personalities." The Authors League of America, a strictly non-political organization, objects to this proposal as a sorry plan for back-door censorship and we register our strongest disapproval.

We of the Authors League still stand solidly on the principle, possible only in a free democracy, that a playwright's audiences, an author's readers, are the sole rightful arbiters of his works. We still maintain that he is entitled to be judged by those works alone. Neither defending nor condemning any of our members' political opinions, we still object to the rating of their life-labors on a basis of hearsay and association.

Interference with the free expression of ideas through any medium is abhorrent to us. We must fight it as honestly and consistently as we know how. In a time of widening hysteria we must fight it with increasing zeal. We so shall.

We particularly object to this perilous method proposed by the General Foods Corp. which would process public personalities in private session. We can share in no such scheme of ideological control which would lack even the least governmental responsibility. We do not believe in a little censorship, any more than in a large. We do believe that the American people are too adult to want their intellectual and artistic fodder squeezed through a screen of self-constituted censors. Growths as potentially malignant as *Red Channels* cannot be cured by commercial compromises.

The league so far has not publicly recognized a struggle within its affiliate, the Radio Writers Guild, which last week erupted anew. Thirty RWG members, apparently overriding the RWG Eastern Council, passed a resolution denouncing "communism, the Communist Party, fascism and totalitarianism in all forms" and pledging the organization to defend itself "against any manifestations of such philosophies within or affecting the organization."

The resolution also called upon other member guilds to join with it immediately in taking "such action as may be necessary to obtain passage of a similar resolution by the parent organization, The Authors League of America."

The RWG council decried the 30-members' resolution because the RWG "does not and cannot under its constitution uphold or denounce any political point of view." A resolution of its own was then adopted:

"No member or group of members will be allowed to use the guild or any of its committees or its council to further any political point of view, whether Republican, Democratic, Socialist, Communist, Fascist or whatever."

Meantime, Joseph L. Mankiewicz, president of the Screen Directors Guild, speaking in New York, called for the protection of the rights of a "new minority"—the American liberal. "As much as the Negro or the Jew, as much as any other minority in the U. S.," it is being "slandered, libeled, persecuted and threatened with extinction," he said.

"The American liberal," he continued, "is being hounded, persecuted and annihilated today—deliberately destroyed by an organized enemy as evil in practice and purpose—and indistinguishable from—the Communist menace that fosters and encourages that destruction. Remember that it is the hope of this new minority, too, that this world will some day become a world of human beings and for human beings who live together in decency and dignity. Let this new minority be destroyed—and this hope will die with it," he said.

In another phase of the week's developments, the American Civil Liberties Union appointed Merle Miller, ex-newspaperman, novelist, and a member of its board, to conduct an investigation "of the problem of blacklisting in the radio and television industry."

Blacklist Question Raised

"We are concerned with the general question of blacklisting, from whatever quarter it emanates, and our inquiry will cover every angle that will bring the true facts to the attention of the public," Patrick M. Malin, ACLU executive director, said in announcing the appointment. Saying that ACLU would "welcome the aid of any interested citizen who has information that can be helpful to our inquiry," he indicated that the report would include several recommendations that "can serve as a guide to industry in meeting this complex issue."

Mr. Miller will be assisted by ACLU Public Relations Director Alan Reitman, Staff Counsel Herbert M. Levy, and "a large group of ACLU volunteers," he said.

Mr. Miller's appointment followed an ACLU letter to General Foods a fortnight ago, criticizing the treatment of Jean Muir and urging the company to "immediately reconsider and reverse your decision."

Full text of the ACLU letter:

We are dismayed that one of the giants of American industry, grown strong by serving the people in their basic need for food, has let itself be overcome by a few individuals and groups bent on suppressing a person of whom they disapprove. The people of this country need freedom as well as food, and a powerful corporation is specially obligated to take some risk to help them keep it. Some risk, not much.

Most of the people of this country

(Continued on page 93)

TAKING TIME out from their duties during "State Fair Week" in the Twin Cities is this happy group from WCCO Minneapolis-St. Paul (l to r): Bob Sutton, program director; Gene Wilkey, general manager; Larry Haeg, farm service director, and Cedric Adams, WCCO-CBS commentator.

XUM

RADIO HABITS Of The Young Audience

By PAUL I. LYNESS, Ph.D.
HEAD OF RESEARCH DIV., SCHOOL OF JOURNALISM, STATE U. OF IOWA

THE RADIO tastes of girls differ sharply from those of boys, according to a recent mass communications study of 1,418 public school children, ages 8-17, in Des Moines, Iowa.

Highlights of the radio section of the study were as follows:

● Girls showed a strong interest in radio drama and popular music earlier than boys.

● Boys retained their preference for western shows and adventure serials much longer than girls.

● Sports programs caught the boys' fancy in fifth grade and increased in popularity in each succeeding grade, whereas girls had little interest in sports broadcasts until high school.

● Girls disclosed some interest in love serials, while the boys had almost none.

● Forums-talks-discussions, religious broadcasts and radio columnists aroused the least interest of any programs among both boys and girls.

● The amount of time spent listening to the radio varied little with age or sex.

The city of Des Moines has six AM radio stations—four affiliated with networks and two independents. More than 300 pupils in each of grades five, seven, nine, and eleven, and 115 third graders were involved in the study. They specified: (a) their favorite types of radio program; (b) their favorite programs by name; (c) the program types which they listened to regularly; (d) the number of days per week they listened to the radio, and (e) the amount of time they spent in listening. The major part of the study was financed by the *Des Moines Register and Tribune*.

Favorite Types

Participants in all test grades but the third selected and ranked their four favorite types of programs from a list of 15 different program types (see Graph I). The names of several programs falling within each category were included to help define the category. The illustrative programs had high Hooperatings in the city of Des Moines at the time of the study and represented the various networks and stations heard in Des Moines.

For example, "Western shows like *The Lone Ranger, Roy Rogers, Tom Mix, Hopalong Cassidy*, etc."; "Religious programs like *Sunday Devotionals, The Catholic Hour, Vespers*, etc."; and "Radio columnists like Jimmy Fidler, Louella Parsons, Walter Winchell, Sheila Graham, etc."

In determining the preferences of each age-sex group, the first, second, third and fourth choices for each person were combined by a weighting procedure.

Outstanding Changes

Perhaps the most notable changes in the boys' favorite types of program, from grade to grade, were in their preferences for western shows, adventure serials and popular music. Western shows dropped steadily from the number one spot in fifth grade to eighth place in eleventh grade. Adventure serials declined steadily from second place for fifth grade boys to 11th place for eleventh grade boys. On the other hand, popular music moved upward from 11th place in fifth grade to third place in eleventh grade.

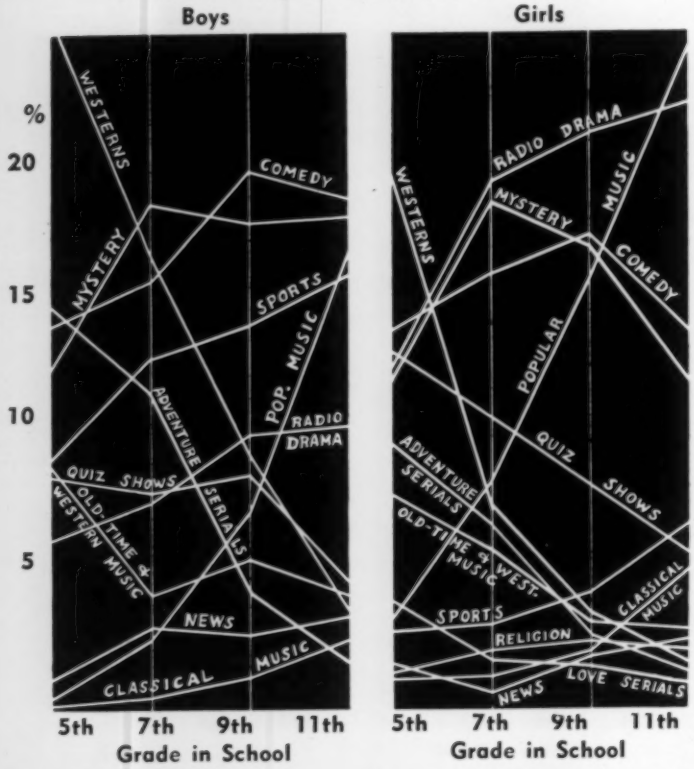
Among the boys in all four grades, comedy shows, mystery plays and sports broadcasts consistently had top ratings. On the other hand, love serials, religious programs, forums-talks-discussions, and radio columnists appeared at the bottom of the list.

The girls' interest in western shows dropped sharply from grade

GRAPH I

Favorite Types of Programs

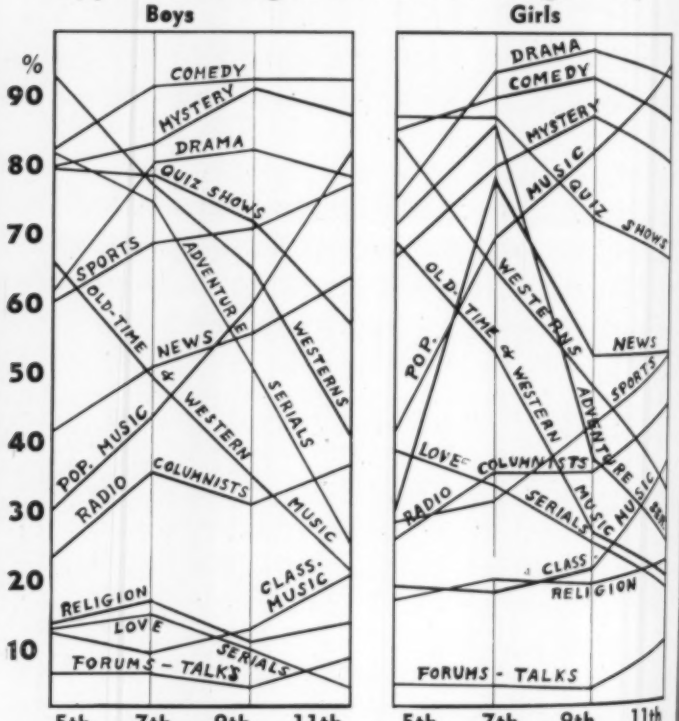
Percents are of Weighted 1st, 2d, 3d, and 4th Choices



NOTE: Drawing less than 2% of the weighted choices at all grade levels were: Forums-talks-discussions, and radio columnists, in both sex groups; and love serials and religious programs among the boys.

GRAPH II

Types of Programs Heard Regularly



to grade—from first place in fifth grade to six place in grade seven and 12th place in eleventh grade. A more gradual decline was found in the case of quiz shows, adventure serials, and old-time and western music.

The girls in all grades gave a top rating to radio drama—fourth place in fifth grade, first place in seventh and ninth grades, and second place in eleventh grade.

Fifth grade girls ranked popular music in ninth place, but this type of radio fare climbed quickly in popularity reaching first place in grade eleven.

As in the case of boys, mystery plays and comedy shows ranked high with the girls in all grades surveyed. Forums-talks-discussions and radio columnists were the least preferred categories in all grades.

Relatively few boys and girls of any age ranked radio news among their first four choices. The news category ranked eighth among eleventh grade girls, but ninth or lower in all other age-sex groups.

Programs Heard Regularly

Using the list of 15 program categories described previously, the pupils checked the types of program they listened to regularly (see Graph II).

As might be expected, a certain amount of correspondence was found between the types of program "listened to regularly" and the "favorite program types." However, some interesting differences also emerged from the analysis of the two questions. For instance, a good many boys and girls (from 22 to 42%) said they listened regularly to radio columnists, whereas relatively few ranked radio columnists as a favorite program type. Radio news, and quiz shows also ranked somewhat higher on the "listened to regularly" lists of both sexes than on the "favorites" lists. Radio drama ranked higher with the boys in terms of regular listening than in terms of favorite programs.

Results Correspond

The results of the two questions corresponded on the following: The high ratings of comedy shows and mystery plays; the high male interest in sports; the high female interest in radio drama; the declining interest, from grade to grade, in western shows, adventure serials, old-time and western music, and quiz shows; and the rising interest in popular music and sports.

The third graders were asked to name as many programs as they could recall to which they "usually" listened. Their replies were classified into program types.

Of 416 program-mentions of the third grade boys, 32% were western shows, 22% were adventure serials, 20% were mystery plays, 7% were comedy plays, 5% were other comedy shows, 4% were children's programs, and 3% were quiz shows.

Of 289 program-mentions of the third grade girls, 22% were western shows, 18% were adventure serials, 17% were comedy plays, 10% were mystery plays, 9% were children's programs, 6% were other comedy shows, 4% were quiz shows, 4% were popular music, and 3% were radio drama.

As a still further check on radio tastes, each boy and girl was asked to name his three favorite radio programs.

The Lone Ranger was the top ranking program with boys in grades three, five and seven; it was also frequently mentioned by ninth and eleventh grade boys and girls in third, fifth and seventh grades. *The Lone Ranger* was given as a favorite by 32 boys out of 59 in third grade, by 81 out of 160 in fifth grade, by 52 out of 162, in seventh grade and by 28 out of 158 in ninth grade.

Young Listeners' Preference

Other top favorites among the third and fifth grade boys were *Sky King, Cisco Kid, Roy Rogers, Jack Armstrong, Straight Arrow* and *B Bar B. Roy Rogers* and *Jack Armstrong* were frequently mentioned by seventh grade boys. In fifth grade, *Tom Mix*, Bob Hope, *Fibber McGee & Mollie*, Gene Autry, and Jack Benny were popular.

The girls in the lower grades had a number of favorites besides *The Lone Ranger: Cisco Kid, Roy Rogers*, and *Jack Armstrong* in the third and fifth grades; *Lux Radio Theatre, Baby Snooks, Aldrich Family, My Friend Irma, Stop the Music* and Bob Hope in the fifth and seventh grades.

The most often named programs of both sexes in the upper grades were *Lux Radio Theatre*, Bob Hope, *Suspense, Crime Photographer, Sam Spade*, and *Mr. District Attorney*. In addition, the upper grade boys strongly supported Jack Benny and "sports," and the upper grade girls strongly supported *My Friend Irma* and *Curtain Time. Lux Radio Theatre* appeared among the favorite programs of 22 girls out of 163 in fifth grade, of 61 out of 194 in seventh grade, of 69 out of 149 in ninth grade and of 73 out of 158 in eleventh grade. Many boys in grades seven, nine and eleven also regarded *Lux Radio Theatre* as a favorite.

Regularity in Listening

To the question, "Do you listen to the radio?" all but four students out of the total of 1,418 said "yes."

When asked how many days each week they listened, between 80 and 85% of the fifth, seventh, ninth and eleventh grade groups said they listened "every day." A lesser proportion of third graders claimed "every day" listening—62% of the girls and 76% of the boys. An additional 15% of the third grade boys and girls said they listened five or six days a week.

Estimates of the listening time per listening day covered a wide range in all grades. No pronounced trend from third through eleventh grades was discernible, although third grade estimates were somewhat lower than those of the other grades. The differences between boys and girls in amount of listening time were slight.

In grades five, seven, nine and eleven, from 25 to 30% said they listened four hours a day or more, whereas in third grade, only 7% claimed four hours daily listening time.

For the five grades, the percentage of those who listened from 1 to 3¾ hours per listening day ranged from 60 to 70%. From 18 to 22% replied 3 to 3¾ hours; from 23 to 28% replied 2 to 2¾ hours; from 16 to 32% replied 1 to 1¾ hours.

Of the third graders surveyed, 20% said they listened 45 minutes a day or less, as compared with from 6 to 10% in the other grades.

PAUL I. LYNESS joined the State U. of Iowa staff in 1947. Prior to that he was a naval officer, serving two years at sea and later writing and editing publications for the Navy Dept. in Washington. He was employed by the Office of War Information as a communications analyst in 1942 and before the war was director of the Chicago chapter of William Allen White's Committee to Defend America by Aiding the Allies. His academic training includes a Ph. D. in mass communications from Iowa (1950), a BA and MA (1941) from the U. of Chicago as well as graduate work at Harvard. State U. of Iowa has made extensive radio surveys in past years, covering such topics as listener interest in radio news, listening habits of junior and senior high schools of a midwestern city, radio farm listening, analyzing a station's offerings, and various others. Several additional radio study projects are now being worked on by the research division.

Dr. LYNESS

* * *

BMI CLINIC

Programming, Production Covered

THIRTY-FIVE stations were represented last week at the 14th Broadcast Music Inc. Program Directors Clinic held in New York Monday and Tuesday. The station program executives heard talks on program and production subjects from Richard Pack, program director, WNEW New York; Dick Redmond, WHP Harrisburg, Pa.; Gordon Graham, WCBS New York; Frank Luther, NBC; David Randolph, conductor of musical programs on CBS and WNYC New York; George Perkins, WHDH Boston; John Madigan, ABC national news director; Murray Arnold, WIP Philadelphia; Ted Cott, general manager of WNBC and WNBT (TV) New York, and Arnold Hartley, vice president and program director, WOV New York.

Linnea Nelson, radio and television timebuyer, J. Walter Thompson Co., New York, talked on "How to Dial in the Agencies for Better Reception." Miss Nelson criticized stations for failing to provide agency buyers with either adequate or exciting information about local shows.

Sydney Kaye, vice president and general counsel, BMI, spoke on copyrights, and Carl Haverlin, BMI president, presided at two luncheons, both held at Toots Shor's Restaurant.

Attend Clinic

Present at the clinic were:

Jack Pollie, CKWS Kingston,, Ont.; Yvonne Dorey, WATT Newark, N. J.; Dan Petix, WAZL Hazelton, Pa.; Al Walker, WCAW Charleston, W. Va.; Barbara Randall, WCBS New York; Harvey Olson, WDRC Hartford, Conn.; William A. Vaugh, WDYK Cumberland, Md.; Dave Rodman, WEIM Fitchburgh, Mass.; Adrian K. Knight, WERD Atlanta, Ga.; Ed Bryant, WFBL Syracuse, N. Y.; Ed Penney, WFGM Fitchburg, Mass.; Helen Bauer, Jack Steck, Charles J. Keys, WFIL Philadelphia; Ernie Tannen and E. F. Wilson, WGAY Silver Spring, Md.

James P. McCourt, WGCH Greenwich, Conn.; Carl L. Flower, WHAY New Britain, Conn.; Bruce Blake, WHKK Akron, Ohio; Bob Nelson, WHTC Holland, Mich.; Irv Peiser, WMID Atlantic City, N. J.; Esther Rauch, WMT Cedar Rapids, Iowa; Bob Vesel, WMTR Morristown, N. J.; Jim Ryerson, WMUU Greenville, S. C.; A. Richardson, WNYC New York; George Gingell, WRBL Columbus, Ga.; Barry Sherman, WSCR Scranton, Pa.; David Hale, WSPB Sarasota, Fla.

Wayne H. Latham, Alan Tindal, WSPR Springfield, Mass.; Jack Ellsworth, S. D. Joseph, WVNJ Newark; Frank Stevens, WVOM Brookline, Mass.; John E. Hill, WWJ Detroit; Robert G. Holmes, WWNH Rochester, N. H.; James W. Higgins, WWNY Watertown, N. Y.; Fred Daiger, WXKW Albany, N. Y.; E. Freer Willson, WGCH Greenwich, Conn.; Roger Wayne, WHLI Hempstead, L. I.

RICHARDS TRUSTEE PLAN

Hearing Set

IN THE MIDST of the presentation of G. A. (Dick) Richards' defense against charges of news slanting, FCC Examiner James D. Cunningham last week set Oct. 15 as tentative date for commencement of the hearing on Mr. Richards' proposal to transfer control of his three stations to three trustees.

Counsel for the station owner indicated a possible revision in the lineup of trustees Mr. Richards had selected—Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division [BROADCASTING, Aug. 1, 1949].

Hugh Fulton, chief trial counsel for Mr. Richards, said there had been some re-thinking by the station owner with respect to trustees, particularly since Messrs. Hannah, Fisher and Klingler are not familiar with radio and are engrossed in other businesses. He asked that consideration be given to John F. Patt, who was recently elected president of the Richards stations: KMPC Los Angeles, WGAR Cleveland, and WJR Detroit [BROADCASTING, Sept. 4].

Transfer Question

Examiner Cunningham made clear that he did not intend to consider the transfer case until completion of the stations' renewal proceedings, which is based on charges that Mr. Richards ordered news slanted according to his personal views. He said he had no intention of taking the prospects of a transfer into consideration in connection with the question of whether the three stations' licenses should be renewed.

When Mr. Fulton protested the Oct. 15 date for the transfer hearing on grounds that he expected to be still presenting renewal evidence in Los Angeles at that time, Examiner Cunningham assured him that "if you need more time in Los Angeles, you'll have it."

Detroit was set tentatively as site for the transfer proceeding. Examiner Cunningham made clear that upon conclusion of the Los Angeles sessions—which have been in progress since mid-June — the proceedings would not return to that city under any circumstances.

Discussion of tentative plans for the transfer hearing came Tuesday, interrupting a week in which counsel for the station owner continued their parade of witnesses testifying in support of Mr. Richards' and KMPC's reputations for fairness and public service.

The witnesses included:

Alfred A. Atherton, KMPC account executive from 1943-45, now head of his own advertising agency; William J. Beaton, also a former KMPC account executive, now general manager and part owner of KWKW Pasadena; Edward S. Shattuck, Republican nominee for attorney general of California; Harold A. Wagner, general manager of the Los Angeles YMCA; C. P. MacGregor, head of his own Los Angeles transcription and library service, who packages the U. S. Army's PROUDLY WE HAIL which has been a weekly feature on KMPC since 1947; Richard C. Francis, vice president and Pacific Coast manager of Campbell-Ewald Co.

Ty Cobb, baseball great; Christy Walsh, organizer and managing director of the All-American Board of Football, sports feature syndicate; Fred Haney, manager of the Hollywood Stars baseball team; Braven Dyer, sports editor and columnist, *Los Angeles Times;* W. R. (Bill) Schroeder, managing director of the Helms Athletic Foundation, Los Angeles; Freeman Lusk, former supervisor of information, Board of Education, now a TV program moderator; Van Newkirk, former KMPC program director, now head of Broadcast Adv. Co. and United Pacific Network.

Kenneth von Egidy, executive director of the Ice Follies and former assistant manager of KMPC; Larry Smith, onetime KMPC director of news and special affairs; Charles N. Stahl Jr., former newscaster on KMPC and now head of his own advertising agency; Hartley W. (Hunk) Anderson, line coach of the Chicago Bears professional team; Mrs. Lucy Toberman, who is active in Red Cross, Junior League and Girl Scout work in Los Angeles; Alan R. Cameron, KMPC program and production manager in 1940-41, who is now senior account executive of Lockwood-Shackelford Adv.; Thomas B. Blakiston, former commentator on KMPC and now a real estate investor.

President W. F. Gardner of Allied Advertising Agencies; Chairman W. A. Smith of the Los Angeles County Board of Supervisors; President Joe Crail of the Coast Federal Savings & Loan Assn., and Irving Markheim, service officer of the Disabled American Veterans, Highland Park, Calif.; Lucille Jones, assistant to Mel Uhl of Uhl Service, advertising agency which produced the OPEN FORUM program on KMPC for about two years ending in September 1947; Arthur L. Erb, 1942-45 mayor of Beverly Hills.

KMPC Brochure Hit

Penalty for Patriotism, a brochure prepared and circulated by KMPC in connection with the hearing, figured in several exchanges between opposing counsel. General Counsel Cottone contended it gave a "completely distorted and false version of the case." When Examiner Cunningham asked why copies of the brochure and of testimony of some witnesses had been circulated to other witnesses, Joseph Burns, associate counsel for Mr. Richards, said the purpose was to "save time and see that there is no duplication of testimony."

Mr. Beaton, testifying to KMPC's reputation for fairness and impartiality in news handling, said the Southern California Broadcasters Assn., of which he is a past president, had discussed the news-slanting charges against Mr. Richards but had decided to make no recommendation to FCC with respect to them. Mr. Cottone asked him to produce results of a membership poll on the subject.

Mr. Smith, who now operates Travel Tours Agency in Arcadia, Calif., said KMPC policy during his tenure there was to handle news objectively. He asserted that he told a meeting of the Radio News Club of Hollywood — which made the initial accusations against Mr. Richards — that he thought the charges were "communistic inspired," but conceded he had no proof.

Mr. Cameron testified that while he was at KMPC in 1940-41 Mr. Richards blocked the discharge of a station employe when informed the employe thought he was being released because he was Jewish.

"Hy Averbach, an announcer, told me he had been fired and understood it was because he was a Jew," Mr. Cameron asserted. "I telephoned Mr. Richards and asked him about it. He said, 'I never heard of such a thing in my life. We'll have none of that around here. He goes right back to work'."

Anderson Testifies

"Hunk" Anderson, who was line coach of the Detroit Lions professional football team in 1939 under Mr. Richards' ownership denied the station owner was anti-Semitic. He testified that Mr. Richards had Jewish players and a Jewish trainer.

Miss Jones testified that both James Roosevelt and Rep. Helen Gahagan Douglas (D-Calif). were invited repeatedly to appear on *Open Forum* on KMPC despite the fact that Mr. Richards was said to oppose them politically. She said that although Mr. Richards was violently opposed to communism he did not protest even when Communists were asked to participate.

IRE SESSIONS

Electronic Advances Outlined

RAPID developments taking place in radio and electronics makes America the world leader in research and productive capacity, Raymond F. Guy, national president of the Institute of Radio Engineers and manager of radio and allocations engineering for NBC, told the West Coast annual convention of IRE.

Held jointly with the Sixth Annual Pacific Electronic Exhibit of West Coast Electronic Manufacturers Sept. 13-15 at Long Beach, Calif., the IRE meeting also featured reading of technical papers and addresses by leading scientists, engineers, educators and researchers. More than 900 members representing the 11 western states attended the sessions.

Mr. Guy estimated annual television receiver production this year will total about 10,000,000 sets, a sharp contrast to the some 6,000,000 TV sets produced in 1946 following lifting of the World War II freeze. Civilian radio alone in 1950, he believes, will spend nearly $3 billion on equipment, about half of it for TV receivers. Barring another catastrophic war or indefinite continuation of FCC's television freeze, Mr. Guy indicated the TV investment will multiply year by year for many years to come.

Industry is "ready, willing and able" to create the service, he stated.

FCC Comr. George E. Sterling delivered one of the principal speeches at the convention (see story page 36) and also participated in a panel discussion along with James D. McLean, general manager of Philco Industrial Div.; Cameron G. Pierce, KECA-TV Los Angeles manager of technical operations; Merrill A. Trainer, manager of television equipment sales, RCA Victor Div.; Robert W. Sanders, chief engineer of Hoffman Radio Corp.

Microwave Relay Covered

Ernest H. Schreiber, staff engineer, Pacific Telephone & Telegraph Co., delivered a technical paper on "Broadcast and Multichannel Microwave Radio Relay System for Telephone and Television Transmissions" of the type put into operation Sept. 15 between Los Angeles and San Francisco.

The system, he pointed out, is designed for six channels in each of two directions and, if required, spurs to cities along the route may be provided for at any of the repeater stations.

"Present indications," he declared, "are that the system will provide at reasonable cost a very satisfactory medium for handling large blocks of telephone circuits and television channels which will be highly satisfactory with regard to quality and continuity of service."

Dr. F. E. Terman, dean of engineering, Stanford U., gave the keynote address of the convention on major electronic developments that have stemmed from the West and its future.

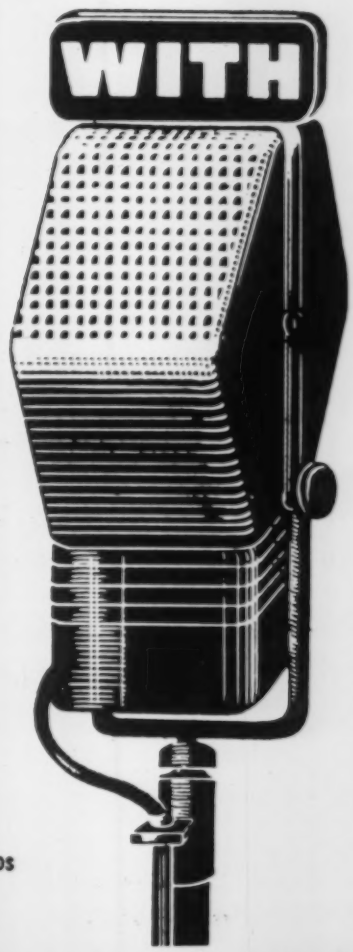
He pointed out these developments include invention of the three-electrode vacuum tube by Lee De Forest; of cavity resonators by Dr. W. W. Hansen of Stanford, providing monumental stimulus to

(Continued on page 93)

W-I-T-H 1ST IN RADIO AUDIENCE* FOR 3RD STRAIGHT MONTH!

RATES FOR 1 MINUTE E. T.

WITH 25.1	$16
STATION A 22.3 (NETWORK)	$55
STATION B 19.7 (NETWORK)	$50
STATION C 15.7 (NETWORK)	$70
STATION D 9.6 (NETWORK)	$36



COMPARE! COMPARE! COMPARE!

If ever there was a great big bargain buy in radio, this is it! For three straight months, WITH has had a BIGGER audience than *any* other station in town—bar none! At WITH's low, low rates—just think what that means to you. Yes, WITH delivers more listeners-per-dollar than any other radio *or television* station in Baltimore. Get all the facts from your Headley-Reed man.

*HOOPER RADIO AUDIENCE INDEX, JULY-AUGUST 1950: TOTAL RATED TIME PERIODS

XUM

America's Sentinels

(Continued from page 19)

unit would coordinate communications activities of such governmental agencies as the Defense Dept. and FCC, and radio-TV and other communications networks.

● Authority for states to enter compacts or agreements with each other for assistance subject to Congressional disapproval.

● Establishment of communication centers as warning locations in case of an enemy air attack.

● Creation of and direction of "secondary" channels of communication between federal, state, regional or local civil defense centers.

● Federal aid for repair and/or temporary replacement of essential civil defense facilities including communications.

● Require, as a security measure, loyalty oaths from all civil defense personnel.

● Grant aid to states or political subdivisions by furnishing communications equipment and providing for operation and maintenance.

Pattern for States

In addition, the states would follow this pattern under the model state bill recommended in the report:

● Make available all facilities in the state to the governor for use in an emergency such as an enemy attack. He would be authorized to "seize, take or condemn" property, such as communications and transportation, "for the protection of the public or at the request of the President, the Armed Forces" or the civil defense administrator.

● Governor would appoint a director to head a state civil defense agency.

● Under the director, a communications chief would be responsible for necessary surveys, planning and coordination of civil defense communications involving the state and its local areas.

● Communications centers and equipment would be procured and put into operation.

Basic steps to be taken by all civil defense units would include measures to:

(1) Pinpoint communications needs that would exist in time of emergency, considering volume and type of traffic.

(2) Make arrangements for emergency use of existing facilities.

(3) Provide secondary systems to offset any loss of the primary communications unit.

Under the master blueprint, civil defense would work with the military on aircraft warning. However, control centers would eventually be transferred from Air Force to Civil Defense Administration jurisdiction.

In order to fulfill needs of local units to augment equipment supplies, lists would be coordinated by the state agency and then submitted to the national administrator.

A communications chief also would be required on the local level to direct communications in the area, help locate a control center and to aid in integrating this phase with the overall operation.

In each area, these actions would be taken by civil defense officials:

● Place broadcasting stations in category with services such as police, fire, rescue, medical, etc. Stations would be in direct contact with control center, which is heart of the defense set up. Centers would be located on a national, regional, state and local basis.

● Emergency facilities to be made available should the regular means of communications be knocked out. These would include two-way radio equipment and amateur radio services.

● Simplification of communications equipment at local control centers, this equipment to be capable of maintaining adequate operations during an emergency.

● Constant two-way communition between control center and key radio broadcasting service.

Specifically, radio and television stations would be expected to be part of the local area's means of informing and educating people to what civil defense entails. Such preparation would reduce panic and thereby keep losses of life as low as possible.

They also would aid the populace during and after the emergency by giving the location of shelters, and advising on methods of keeping transportation arteries clear.

Radio-TV would help the police and fire departments, medical services and the Red Cross and disaster crews as they do today when disaster strikes an area.

To further acquaint officials and the public with what civil defense would mean in practical terms, the planners include in their report a description of a hypothetical atom bombing on "City X."

Outlines Procedure

Presented in detail, the narrative cites how warnings were received and sounded, extent of losses in life and damage inflicted. It points out that radio and the press carried news of cities "on other side of nation" which were attacked by underwater atom bombs. Minutes after the city's mayor received official notification that an attack was expected momentarily on "City X" and other industrial centers, radio stations in all port cities were officially announcing:

"In the event of atomic explosions, all persons would be safer if they remained indoors, preferably in their basements; they should not leave their homes unless officially advised; those caught outdoors should seek closed shelter."

About a half-hour following these announcements, an underwater atomic bomb was dropped in "City X's" port causing damage and contaminating the area. Casualties were reduced because the populace was indoors. Some hours later, a second bomb, this one an air burst a mile from the city's center, was dropped. An hour before this attack, warnings had been received.

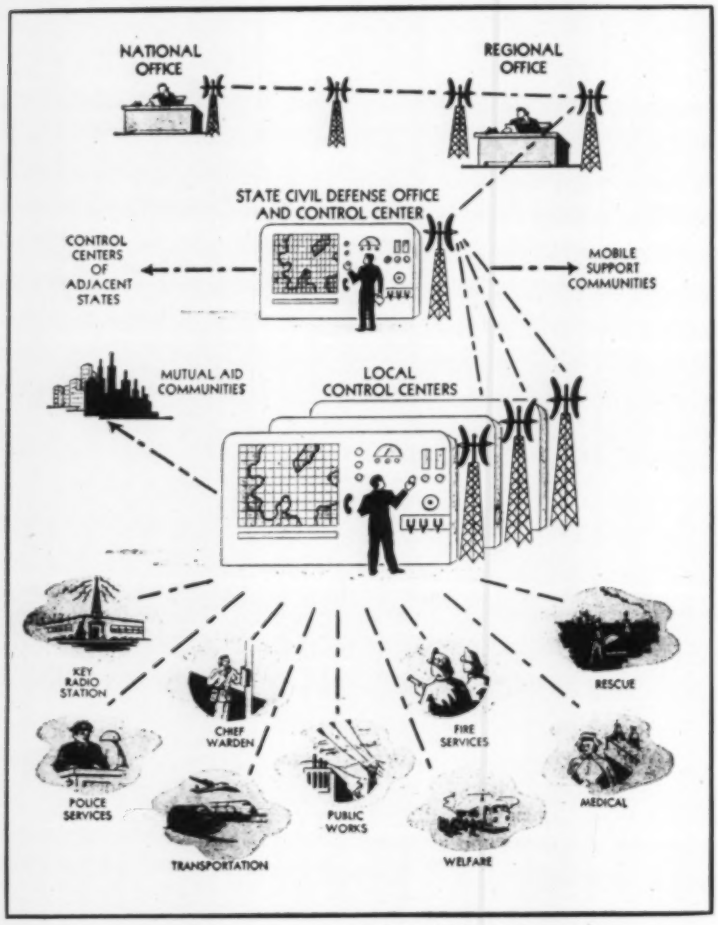
Effects of these two bombs were to cripple transit facilities, destroy all communications facilities within the heavy damage radius of the air bursts, damage public utilities, some seriously. Radio stations on the edge of the city, inland from the bursts, were not damaged. A transmitter near the water front was contaminated, but was put into use after radioactivity had subsided to a safe point. The police transmitter was destroyed. Two taxi radio transmitters were not damaged.

In summing up the report notes: "Since the City X civil defense public information and education program had been in progress for some time, there was no panic, although there were individual cases of hysteria."

NSRB has listed some 140 critical target areas in the nation, including all the big cities. Governors are being sent these lists of areas in their own states and can make them public if they wish.

The report makes it plain that since there is no absolute military defense, civil defense could well make the difference between defeat of the U. S. and its ability "to get up off the floor to fight back."

Emphasis is on an atomic bomb attack although old "style bombing" and other mass weapons are considered.



Communications pattern as outlined in the Truman Report.

DEFENSE DATA

NAB Issues Guide Bulletins

ALL BROADCASTING stations are to receive the first of NAB's Defense Bulletins today (Monday) to guide them in planning programs advancing the nation's welfare during the emergency.

William B. Ryan, NAB general manager, said the bulletin will be issued as frequently as necessary. It will contain defense information from all federal agencies, including such projects as recruiting, anti-inflation campaigns, bond selling and similar programs.

Factual material has been made available to NAB by the office of Charles Jackson, assistant to Dr. John R. Steelman, assistant to President Truman. Decision to issue the bulletin followed an April 8 meeting of the NAB board with Dr. Steelman.

NAB will cooperate with the Advertising Council in promoting public interest campaigns. The council will provide sample spot announcements on each campaign, suitable for local sponsorship. Stations will be given background information on all public service campaigns, sources of transcriptions, TV films and other program material will be listed.

Editing the bulletin is Jack Hardesty, assistant to Robert K. Richards, NAB public affairs director.

XUM

Opening Oct. 2nd with
"Allegro"
first time on Radio
The AMERICAN RAILROADS Present
The RAILROAD HOUR
Famous Musical Shows
NBC NETWORK
Every Monday Night
GORDON MacRAE
and Guest Stars from Stage, Screen & Radio

Calendar Advancing Dates for Broadcast Hearings Presently Scheduled

PRESENT HEARING DATE	DOCKET NUMBER	NAME OF APPLICANT	NEW HEARING DATE
NOV.			NOV.
1	9696	Radio Sumter, Sumter, S. C.	1
3	8381	Gila Bcstg. Co., Winslow, Ariz.	1
8	9698	The Leavenworth Bcstg. Co. (KCLO), Leavenworth, Kan.	2
9	9699	Champion City Bcstg. Co. (WJEL), Springfield, Ohio.	3
10	9700	Southern Tier Radio Service Inc. (WINR), Binghamton, N. Y.	6
17	9707	Ashbacker Radio Corp. (WKBZ), Muskegon, Mich.	6
20	8919	Radio Station KRMD (KRMD), Shreveport, La.	6
	8714	Lakewood Bcstg. Co., Dallas, Tex.	
24	9545	Tri-Borough Bcstg. Co. (WAVL), Apollo, Pa.	8
24	9710	Marshall Formby, Spur, Tex.	8
	9711	Dalrad Assoc., Memphis, Tex.	
27	9712	Cecil W. Roberts (KREI), Farmington, Mo.	9
30	9717	Beloit Bcstg. Co. (WGEZ), Beloit, Wis.	
DEC.			
6	9721	Rock City Bcstrs., Little Falls, N. Y.	13
	9722	Robert Harvard Dye, Herkimer, N. Y.	
7	9719	East Penn Bcstg. Co., Pottstown, Pa.	13
	9720	Pottstown Bcstg. Co., Pottstown, Pa.	
12	9733	W. Wright Esch (WMFJ), Daytona Beach, Fla.	13
14	9734	Inland Radio Inc. (KSRV), Ontario, Ore.	14
	9735	Everett Bcstg. Co. (KRKO), Everett, Wash.	
18	9736	Cecil W. Roberts, Kewanee, Ill.	15
JAN. 1951			
3	9737	Blake Bcstg. Co., Memphis, Tex.	16
8	9738	Wharton County Bcstg. Co. (KULP), El Campo, Tex.	16
8	9746	Interlake Bcstg. Corp. (KXRN), Renton, Wash.	17
10	9739	Evangeline Bcstg. Co. (KVOL), Lafayette, La.	20
15	9741	Logan Bcstg. Corp. (WVOW), Logan, W. Va.	20
18	9742	Sky Way Bcstg. Corp., Columbus, Ohio	20
	9743	Athens Bcstg. Co., Athens, Ohio	
22	9744	Rollins Bcstg. Inc., Georgetown, Del.	22
	9745	Elizabeth Evans, Seaford, Del.	
23	9752	H. C. Young Jr., Nashville	22
	9753	Southern Bcstg. Co., Nashville	
25	9561	Louis Wasmer, Pasco, Wash.	24
	9754	Yakima Bcstg. Corp., (KALE), Richland, Wash.	
26	9755	Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.	24
	9756	Caddo Bcstg. Co., Anadarko, Okla.	
30	9759	Mt. Airy Bcstrs. Inc., Mount Airy, N. C.	27
31	9760	Paul A. Brandt (WCEN), Mt. Pleasant, Mich.	27
FEB. 1951			
5	9496	Vermilion Bcstg. Corp., Danville, Ill.	29
6	9640	Scranton Radio Corp., Scranton, Pa.	30
			DEC.
7	9787	Francis J. Matrangola, Wildwood, N. J.	1
9	9790	KEPO Inc. (KEPO), El Paso, Tex.	1
12	9788	Phillip R. Hurlbut, Farmington, N. M.	4
	9789	Valley Bcstg. Co., Farmington, N. M.	
13	9446	Radio Reading, Reading, Pa.	4
14	9791	Voice of Dixie Inc. (WVOK), Birmingham, Ala.	4
15	9792	Bowling Green Bcstg. Co. (WLBJ), Bowling Green, Ky.	6
16	9793	Radio Services Co. (WJPR), Greenville, Miss.	6
	9794	Harold Ritchie McBride, Birmingham, Ala.	
	9795	Magic City Bcstg. Co. Inc. (WEDR), Fairfield, Ala.	
19	9659	Melbourne Bcstg. Corp. (WMMB), Melbourne, Fla.	13
20	9798	Shore Bcstg. Co. (WCEN), Cambridge, Md.	14
20	9617	Buttrey Broadcast Inc., Billings, Mont.	11
	9618	Frank E. Hurt & Son Inc. (KFXD), Nampa, Ida.	11
	9796	Copper Bcstg. Co. (KOPR), Butte, Mont.	
26	9785	Radio Station WOW Inc. (WOW), Omaha, Neb.	11
	9786	Star Bcstg. Co. (KCSJ), Pueblo, Col.	

* * *

AM HEARINGS

Schedule Dates Advanced As Backlog Lightens

INDICATING a marked lightening of its backlog of new AM hearing cases, FCC last week for the first time ordered a wholesale advancement in the scheduled dates for 41 hearings, involving 57 applications.

The new calendar (elsewhere this page) set November and December dates for all hearings which formerly had been scheduled in November, December, January, and February.

FCC said the stepped-up calendar was possible because of the "large number of cancellations" arising from (1) continuances, (2) amendments of applications so that hearings are no longer necessary, and (3) dismissals of applications.

Expecting the tempo of cancellations to continue, the Commission said the new schedule calls for more November hearings than available personnel can handle. "From past experience," FCC said, "it is anticipated that a sufficient number of these hearings will be cancelled to avoid any difficulty that would ordinarily be occasioned from lack of personnel."

Cite Boom Years

The new list, covering AM hearings which have been scheduled but not started—not those which have been started but not completed—is in substantial contrast to the calendars in the boom years just after the war, which frequently involved hundreds of cases.

Also unlike the early postwar calendars, which called for hearings simultaneously in Washington and in the field, the new schedule provides for all proceedings to be held in Washington.

Officials were reluctant to construe the revised calendar as an indication of slackened AM activity, however. Rather, they felt it meant only that "for the moment, at least," the number of hearing cases is down. They pointed out that new filings have maintained approximately the same level for the last 12 to 18 months. Last month they totaled 47 applications —16 for new AM stations, and 31 for changes in the facilities of existing stations.

Rates Top ANA Agenda

(Continued from page 19)

sen Co. and C. E. Hooper Inc., to substantiate its conclusion that in television markets the value of radio had drastically declined.

The report said that radio had lost such large audiences to television as to justify decreases of as much as 55% in radio rates in some markets. For the full NBC and CBS radio networks, the report claimed, composite rate reductions should amount to 14.9% for each network.

The conclusion reached by the committee was that: "Time costs must come down."

At first issued confidentially to ANA members, the report was published in detail in BROADCASTING and the news immediately aroused widespread discussion. Representatives of the four networks were invited to meet with the steering committee before they had been provided with copies of the report.

The broadcasters still had not received official copies of the report at the time they rejected the invitation to the ANA committee meeting, but by that time they had been authoritatively, if unofficially, advised of the report's demands.

Danger Seen

Although none of the networks explained in detail its reasons for avoiding the meeting, it was learned that they did so on advice of attorneys who feared that joint attendance at such a gathering might skirt perilously close to violation of anti-trust laws.

Copies of the steering committee report were finally sent to broadcasters by Paul B. West, ANA president, with the explanation:

"It is important, we believe, that broadcasters have the benefit of the ANA Radio & TV Steering Committee's independent research on the subject of current trends in radio and the conclusions reached by the ANA radio users based upon this research."

Mr. West added that ANA had no intention "to tell the networks what they should charge for their product."

That comment, however, seemed at variance with the language of the committee report, which in one part said: "Nighttime radio rates need to be adjusted downward right now and will need further adjustment as TV grows."

ANA officials estimated last week that about 700 would attend this week's meeting.

ANNOUNCEMENT of the new radio center and expansion plans for KCMO Kansas City, Mo., by Tom L. Evans, president of KCMO Broadcasting Co., brought this group together (l to r): Richard W. Evans, commercial manager; Tom L. Evans; E. K. Hartenbower, general manager; C. E. Breazeal, assistant manager, and Karl Troeglen, technical director.

Story of the Month . . .

A REAL BEST-SELLER!

"A TALE OF THREE CITIES"

By C. E. HOOPER

HOW ONE RADIO STATION DOMINATES THE RICH AREA OF

QUINCY, ILL. KEOKUK, IOWA HANNIBAL, MO.

According to the City Hooperatings for Quincy-Keokuk-Hannibal, covering period December, 1949 through April, 1950:

WTAD

DELIVERS RATINGS HIGHER THAN ANY OTHER STATION

. . . In 195 out of 200 quarter-hour periods, Monday through Friday, between 8:00 A.M. and 6:00 P.M.

. . . In all 63 half-hour periods per week, Sunday through Saturday between 6:00 P.M. and 10:30 P.M.

WTAD

DELIVERS RATINGS HIGHER THAN ALL OTHER STATIONS COMBINED

. . . In 45 of 200 quarter-hour periods, Monday through Friday, between 8:00 A.M. and 6:00 P.M.

. . . In 56 of 63 half-hours, Sunday through Saturday between 6:00 P.M. and 10:30 P.M.

WTAD

DELIVERS RATINGS AT LEAST DOUBLE THAT OF ALL OTHER STATIONS COMBINED

. . . In 22 of 63 nite-time periods, Sunday through Saturday between 6:00 P.M. and 10:30 P.M.

Be sure to include WTAD on your schedule! Get complete details and availabilities from your Weed representative or write Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS

kglo MASON CITY, IOWA 1300 KC 5000 Watts • CBS Affiliate **KGLO-FM** 101.1 MC ERP 16,000 Watts

WTAD QUINCY, ILLINOIS 930 KC 1000 Watts • CBS Affiliate **WTAD-FM** 99.5 MC ERP 53,000 Watts

Represented By WEED & COMPANY — New York • Chicago • Detroit • Boston • Atlanta • Hollywood • San Francisco

FCC LET-UP PERIOD

Turn to Speech Making

HAVING SHIFTED the heavy pressure from themselves to industry via their Sept. 1 color TV report [BROADCASTING, Sept. 4], FCC Commissioners currently appear to be indulging in a let-up period with an emphasis on speech making.

While the Commission is maintaining a regular schedule of business sessions, four of its seven members — a majority — have accepted speaking engagements since the color decision was reached. Comrs. George E. Sterling and Frieda B. Hennock appeared in speech-making roles Sept. 15 [BROADCASTING, Sept. 18]; Comr. E. M. Webster last Tuesday, and Chairman Wayne Coy is slated for addresses today (Monday) and tomorrow.

In at least one of his two speeches, both in Chicago, Chairman Coy is expected to outline the status of color television as he sees it. He speaks today at the opening of the National Electronics Conference, and tomorrow at a luncheon sponsored by the Chicago Television Council.

Though most of his speech last Tuesday dealt with electronic aids to navigation, Comr. Webster offered one observation which appeared also to be applicable to current efforts to work out a new NARBA covering North American AM channel allocations (see story this issue).

U. S. Position

From this point onward, he felt, international communications negotiations will see the U. S. "trying to hold on to what we've got rather than attempting to obtain additional frequencies from the available world supply." Speaking in New York at a joint meeting of the Institute of Navigation, the Radio Technical Commission for Aeronautics, and the Radio Technical Commission for Marine Services, he referred to the acuteness of the frequency shortage and said:

The situation today in regard to the U. S. international position on frequency matters is anomalous indeed, as I see it. Despite our leadership throughout the history of communications conferences; despite our sharing of "know-how" with other countries, I feel that our position at the bargaining tables from here on will be one of trying to hold on to what we've got rather than attempting to obtain additional frequencies from the available world supply.

In short, in the history of international communications negotiations our position, as well as that of several other large nations at this time is that of "have" nations. The only way for the "have-not" nations to expand their communications is for the "have" nations like ourselves to rearrange their structure of frequency assignments to aid their development.

Comr. Sterling, speaking in Los Angeles at the West Coast Convention of the Institute of Radio Engineers (see separate story this issue), stressed the "due process" functions of FCC as essential to "public interest" even though they sometimes appear time-consuming.

Answering questions as a member of a panel, however, he was confronted repeatedly with queries about color TV, and assured his fellow engineers time and again that FCC's report on the subject, while favoring the incompatible CBS system, leaves the door "ajar" for consideration of further developments.

He made clear that the report is tentative, and accordingly limited his replies in many cases in order not to "pre-judge" issues yet to be decided.

He reiterated, however, that "we of the FCC feel that the time has come when the American public should have all the advantages of color television," and that FCC "cannot let 10 million present black-and-white receivers stand in the way of possibly 40 million future color TV sets."

A panel member felt it would be difficult to estimate the cost of converting present sets to receive CBS color when the job is done on an individual basis, but thought it might be accomplished for about $75.

When delegates expressed concern about reduction of definition in the CBS picture, Comr. Sterling observed that color more than compensates. He also expressed confidence that a satisfactory tricolor picture tube will be developed, but said that at the present time he likes the results achieved by the CBS color disc.

Asked about the color system reported by General Electric since the color hearings ended, he was quoted as saying it was his understanding the GE system employs

(Continued on page 38)

For the Greatest Radio Audience . .
WE'RE
THE TOPS
!
WERE 27.7
STATION 2 24.5
STATION 3 14.8
STATION 4 10.0
STATION 5 8.4
STATION 6 6.0
6.0
2.3
WERE
Your advertising dollar goes farther on WERE! Radio station WERE is TOPS IN CLEVELAND with a 27.7 share of audience . . . any other Cleveland station costs you from 34% to 174% MORE to reach this market! The facts speak for themselves: WE'RE Cleveland's Best Radio Buy!
WERE Cleveland
1300 ON YOUR DIAL

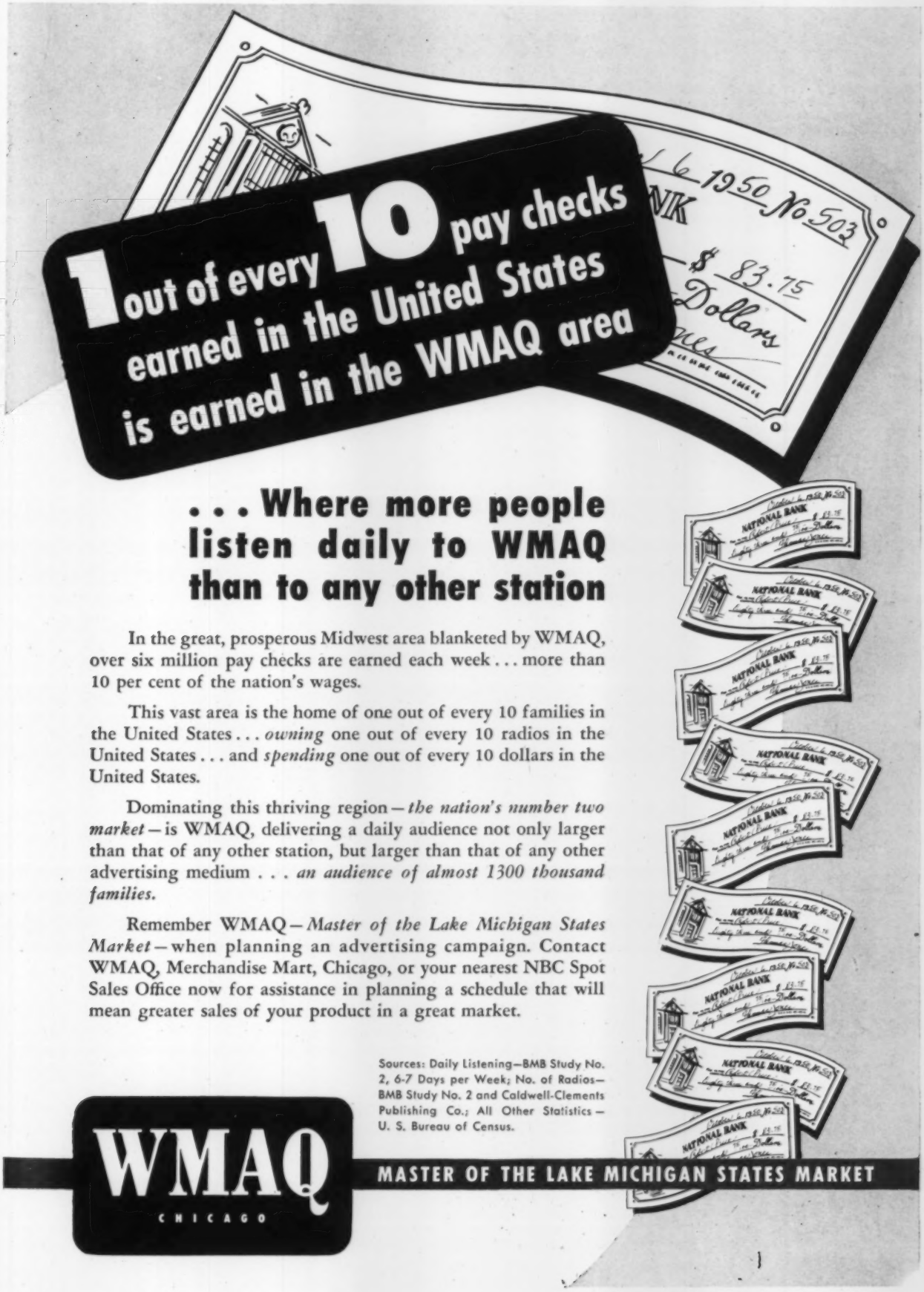
GOLF TOURNEY

Tulsa Stations Compete

WORKING on the idea of promoting a more friendly atmosphere, Tulsa's six AM stations held their first annual golf tournament Sept. 6 with 25 participants.

Carl Bove of KVOO won the individual trophy donated by one of the local sporting goods stores. Other tournament prizes included gift certificates and merchandise, also contributed by local merchants.

Stations represented in the tournament—KAKC KFMJ KOME KRMG KTUL and KVOO—voted the tournament a success and agreed to make plans for the Second Annual Tulsa Radio Stations Golf Tournament.


1 out of every 10 pay checks
earned in the United States
is earned in the WMAQ area
. . . Where more people
listen daily to WMAQ
than to any other station
In the great, prosperous Midwest area blanketed by WMAQ, over six million pay checks are earned each week . . . more than 10 per cent of the nation's wages.
This vast area is the home of one out of every 10 families in the United States . . . owning one out of every 10 radios in the United States . . . and spending one out of every 10 dollars in the United States.
Dominating this thriving region—the nation's number two market—is WMAQ, delivering a daily audience not only larger than that of any other station, but larger than that of any other advertising medium . . . an audience of almost 1300 thousand families.
Remember WMAQ—Master of the Lake Michigan States Market—when planning an advertising campaign. Contact WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office now for assistance in planning a schedule that will mean greater sales of your product in a great market.
Sources: Daily Listening—BMB Study No. 2, 6-7 Days per Week; No. of Radios—BMB Study No. 2 and Caldwell-Clements Publishing Co.; All Other Statistics—U. S. Bureau of Census.
WMAQ
CHICAGO
MASTER OF THE LAKE MICHIGAN STATES MARKET

Star Salesman in OKLAHOMA'S richest market

KTUL

tulsa

CBS
Plus
TOP LOCAL PROGRAMMING

Avery-Knodel, Inc.,
Nat'l Representatives

FCC

(Continued from page 36)

two sub-oscillators and that use of a sub-oscillator generally is subject to interference. He emphasized, however, that further hearings may be held and that he did not want to be put into the position of "pre-judging."

In his prepared speech on "due process," he told the IRE members:

I am sure you have often wondered why it is that the Commission seems to take so long in settling matters, why it is that we cannot, on the basis of engineering factors, reach a conclusion without months of hearings and arguments, as witness the color television proceeding. . . . To understand the cause of what may seem undue delay, we must understand the various interests competing for Commission attention and the procedural safeguards the law has evolved to assure a fair hearing for all of these interests. . . .

Such laws [governing the procedures of government] prevent snap judgment on all matters, including those where a decision would seem to turn on indisputable technical information. This is rightly so. For technical matters are not always so clear as they might seem at first glance, nor do they stand apart from all the complexities of a complicated society.

The rules of fair play pertaining to the Commission's functions slow up the game. But they do not do so blindly. On the contrary, they give needed time for a clear look at the technical data, so that we may read its message and formulate policy based upon it. . . .

Seek 'Fair Result'

"The Commission's constant attempt to reach a fair and practical result is sometimes demonstrated in a way more obvious than the logic of an opinion," he continued. He pointed out that during his tenure as Chief Engineer the FCC Laboratory developed a diathermy machine to comply with standards which the Commission had proposed but which industry claimed to be impossible of attainment.

Of the part played by industry engineers in FCC decisions, Comr. Sterling said:

Radio engineers play a major role in enabling the fullest consideration of technical data by the Commission, and in providing a sound basis for sound decisions. They sometimes present their views from a purely disinterested viewpoint in the development of the art. They also participate in Commission hearings as representatives of particular parties and interests. There is nothing wrong with this.

So long as the interest represented does not interfere with clear thinking based on fair assumptions which are made explicit, such representation plays an essential part in the fair play of due process. There are many notable examples of invaluable testimony presented by engineers representing the interests of parties before the Commission.

Miss Hennock, addressing the National Assn. of Women Lawyers meeting in Washington, saw a need for "new blood" in station ownership to improve programming.

She felt broadcasters and the public share the "major burden" for program improvement, but defended FCC's authority to do "certain things . . . to help achieve better programming" without violating the law's ban on censorship.

Cites Blue Book

Among these she cited FCC review of overall program structure in passing on new applications and renewals; the principles laid down in FCC's Blue Book, and the fair-play doctrine enunciated in the New Mayflower Decision on editorializing. In the latter, she felt, "the application of the concept of the dedication of broadcast facilities to the use of the public received its clearest expression."

Miss Hennock continued:

In my own view, one of the chief tools available to the Commission for the improvement of program service lies in its choice of broadcast licensees. In choosing those who will be privileged to exercise this public trust, the Commission carefully evaluates their technical and financial qualifications. Just as important are the types of programs which they will present.

However, broadcasting seems to have assumed a fairly rigid pattern. The variations in program proposals do not for the most part vary significantly. One applicant may propose 5% more sustaining time than another, or 10% less local live talent programming, but it is difficult to make a significant choice between applicants on such bases as these.

It seems to me that there would be a great advantage in trying to assure some real diversification among broadcast licensees. I feel the Commission should make every effort to introduce insofar as possible, noncommercial elements into the broadcasting picture. The Commission has made an effort along this line in setting aside 20 FM channels for the use of noncommercial educational institutions.

TRAINING camp guests of retired, undefeated, Heavyweight Champion Joe Louis (2d r) whose championship fight with Ezzard Charles on Sept. 27 will be broadcast exclusively over CBS by the Pabst Brewing Co., are (l to r): Lester Malitz, vice president, Warwick & Legler; Rudolf Pabst, vice president, Pabst Brewing Co. and president of the Hoffman Beverage Co., and Lawrence Lowman, CBS vice president and general executive.

We are now about to allocate what is in all probability the last significant piece of spectrum which will be assigned for broadcasting purposes. This is the ultra-high frequency band in which the Commission will authorize commercial television operation at the conclusion of hearings which are now going on. I have urged that a portion of the frequencies available for television be reserved for the use of noncommercial educational institutions.

If we are to prevent television from assuming the characteristics of our aural broadcasting system, and I for one think there is much room for improvement, we must introduce some new blood. This would stimulate a different type of competition from that we now have and would, I feel, prove a great stimulus for the production of better programs.

In a reference to the color TV decision, she said:

. . . Color poses great problems as you can easily see from the Commission's First Report. For the Commission is not dealing with a passing novelty which each person may patronize or ignore at his own whim. It is rather dealing with a significant new development in electronics which involves the use of valuable spectrum space and great investments by the public. And in making decisions as to this great new development, the Commission must lay a sound foundation for the future.

Viewed in this light, the issue of paramount importance is to authorize the system which will give to the television viewer, present and future, the most satisfactory service, technically, and at the cheapest total cost. This is the Commission's view, and I subscribe to it fully.

I am also concerned about the present owner of a television set. He should not needlessly be sacrificed in the march of electronic progress, if there is any possible way of protecting him without arresting that progress. As I stated in my separate views to the Report, I sincerely believe that, if necessary, steps should be taken by the FCC to insure that present set owners will continue for a reasonable period to receive fine programming at all hours.

To a Sponsor's Wife who doesn't "know a thing about advertising, but . . ."

Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You understand *The Cocktail Party* and wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there eat quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, sister, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of big-spending farm counties in the U. S. And, in the book department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your cute little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.

WMT
CEDAR RAPIDS

5000 WATTS

600 KC

Day & Night

BASIC COLUMBIA NETWORK

XUM

RADIO-TV MUST PREPARE NOW

To Meet War Needs

By FRANK H. McINTOSH
McINTOSH & INGLIS
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.

WHAT SHOULD the radio industry do to prepare for the all-out war-production effort should it come? Mr. McIntosh suggests the following:

1. **Organize committees in or out of government to study requirements of each major phase based on curtailed, minimum requirements.**
2. **Reduce power output of TV and radio stations, perhaps 1 db.**
3. **Cooperate with manufacturers for standardization and minimizing of variations of types.**
4. **Cooperate in listing stocks of critical items to assist both civilian and military needs. This perhaps is a requirement for all distributors.**
5. **Avoid designing around costly or short-lived components which require critical materials or excessive amounts of manpower.**
6. **Standardize values of components for military, industry and civilian uses.**
7. **Assign a time-table to satisfy requirements which are so great as to exceed the total production facilities.**
8. **Anticipate requirements where possible.**
9. **Constantly screen production schedules to avoid production of obsolete or unnecessary equipment or components.**
10. **Minimize paper work—assign self-activity quotas to industries and process only the now regular requirements.**
11. **Utilize voluntary exchange of stocks between organizations.**
12. **Establish means for repair of tubes where this can be established as practical.**

THERE is no one who doubts the need for curtailment of civilian production to make possible the production needed for war, and the present world situation suggests we immediately get our house in order and begin thinking how we can make the necessary sacrifices without destroying the things we are fighting for.

Two extremes exist which are perhaps equally foolish: First, that there will be no civilian production during the war emergency, or, on the other hand, that there will be no restrictions on civilian production. Fortunately this time we have valuable experiences growing out of the last war which, if we have the gumption to use them, will allow us to avoid earlier mistakes and likewise prevent unnecessary harm to the well being and efficiency of the people who operate the production wheels of industry on the very real home front.

Remarks here pertain primarily to the electronics industry and requirements for both military and civilian needs. It is natural, as occurred on many occasions during the last war, for every claimant to feel that his was the greatest need for the production facilities and products of industry. The Army, the Navy, the Air Force all found ample reasons why their individual needs were greatest, and due to the fact that often all requirements could not be satisfied in the time requested, over-all considerations and relative priorities together with the much-needed standardization became a necessity.

The civilian aspect, of course, became one of sandwiching its most important needs in such a way as not to detract or interfere with the war material production. Under the civilian requirements here referred to are those not directly served by military procurment, including industrial equipment, power companies, railroads, manufacturing plants of all kinds, restaurants, radio stations, hotels, stores and homes.

Essential Needs

Essentials did and do exist in these and other civilian fields during a war. Furthermore in many cases direct military production depends on supplies obtained through established civilian distribution facilities.

The industry and military are to be complimented on the effective cooperation displayed during the last war in overcoming bottlenecks and out-living red tape without serious or adverse consequences.

The chances of doing an effective job are considerably better now than during the last war, if we use the experiences gained during that interval. For one reason, all military requirements are being more nearly coordinated than during the last war. The standardization of military equipment has continued since the war and a great many A & N specifications are in use—more should be followed, of course.

Production facilities, particularly in electronics, are greater than they were during the last war. Television has saturated the production capacities of many companies; in fact that saturation is now so acute that a serious component shortage exists in the electronic manufacturing fields for other than TV receiver equipment and parts are exceedingly difficult to obtain.

Changeover Takes Time

Nevertheless, the capacity is there for a mountain of equipment when needed. Naturally, the switch from TV-radio production to military production cannot be made instantly as quality requirements are different and military production know-how will have to be relearned in many cases.

It should not be necessary for the military to purchase wildly the stocks of distributors' shelves, nor should it be necessary for industry to fight the prompt conversions to military production. Efficiency should be the keynote—do not waste a man hour or include unnecessary paper work or restrict without cause or benefit. Of course this is a large order; it cannot be accomplished at once and it does require central over-all planning involving a balanced consideration of all requirements by competent personnel.

To save manpower, Civil Service should consider quality as well as quantity since a man well versed in his subject may make unnecessary 20 or 25 people, and therefore make a real saving to government. Adequate ratings were not always available to compete with industry for quality personnel.

To form a foundation for sug-

(Continued on page 42)

FRANK H. McINTOSH is well qualified to appraise the electronics industry's prospects in the face of a rapidly expanding national defense program, as he does in the accompanying article. A prominent radio engineering consultant with an extensive industry background, he was chief of the War Production Board's Radio and Radar Division for three wartime years (1942-44). Through judicious allocations of critical materials, he was credited with keeping regular broadcast operations on an even keel during the most difficult days of the war production emergency. Here he examines the present situation and suggests steps which industry may take to prepare for more intensified war production.

Mr. McINTOSH

TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

KPRC...

month in-month out

FIRST... IN THE SOUTH'S FIRST MARKET

Both Hooper and BMB dictate KPRC the BEST BUY on Texas' famous Gold Coast! KPRC — now, as always—FIRST IN THE SOUTH'S FIRST MARKET.

HOOPER RADIO AUDIENCE INDEX CITY ZONE — CITY: HOUSTON, TEXAS — MONTHS: JUNE-JULY, 1950

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS IN USE	KPRC	Network Station B	Network Station C	Network Station D			HOMES CALLED
MON. THRU FRI. 8 A.M. - 12 NOON	13.0	17.4	19.5	21.6	9.1			2,511
MON. THRU FRI. 12 NOON - 6 P.M.	16.1	27.3	9.6	12.4	9.1			4,057
SUNDAY 12 NOON - 6 P.M.	17.5	19.4	5.1	12.9	17.1			1,487
SUN.-SAT. EVE. 6 P.M. - 10:30 P.M.	19.1	20.6	17.0	14.2	11.8			7,733
TOTAL RATED TIME PERIODS	16.7	22.2	14.0	14.7	10.8			15,788

HOOPER RADIO AUDIENCE INDEX CITY ZONE — CITY: HOUSTON, TEXAS — MONTHS: JULY-AUGUST, 1950

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS IN USE	KPRC	Network Station B	Network Station C	Network Station D			HOMES CALLED
MON. THRU FRI. 8 A.M. - 12 NOON	12.6	19.7	15.9	25.1	6.7			2,517
MON. THRU FRI. 12 NOON - 6 P.M.	15.7	30.4	10.2	12.3	8.7			3,744
SUNDAY 12 NOON - 6 P.M.	18.1	20.7	8.4	11.5	16.7			1,486
SUN.-SAT. EVE. 6 P.M. - 10:30 P.M.	18.9	21.7	15.8	14.8	13.6			7,743
TOTAL RATED TIME PERIODS	16.3	24.2	13.4	15.5	11.1			15,490

KPRC

HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

CLIENT FORCED to ESTABLISH BRANCHES Due to KDAL COVERAGE

Says Elmer Tess,
T & T Party Service—

"We didn't have to look at the new BMB to know that KDAL does an effective selling job far beyond Duluth-Superior. BMB says you have had a 51% increase in daytime families. But I can give you some other figures you may find equally interesting.

"Four years ago when we opened our T & T Party Service in Duluth, we bought a participation in "The Last Word." We wanted to tell our story in Duluth-Superior area.

"About 18 months ago I realized that KDAL covered a greater area than I could serve out of Duluth. So I established "branch outlets" . . . throughout Northern Minnesota, Wisconsin and Upper Michigan and used KDAL to advertise.

"Results have been just as phenomenal out-of-town as in Duluth . . ."

More for Your Money . . . on

KDAL

DULUTH-SUPERIOR
5000 WATTS
ON 610

Radio, TV Prepare

(Continued from page 40)

gestions for civilian activity, more particularly the electronics field, a review of what happened from 1942 to 1945 may be helpful.

First, in 1942 curtailment orders of receiver production were enforced, which made a reservoir for military production. Some elements of the industry resisted this change because for the most part they thought military requirements would not equal their present rates. This certainly proved to be absurd and likely will this time, if the country goes all out for the war effort. Even with the nation's large electronics production capacity, the military, like everyone else, is using more electronic gear per man than ever before.

Scarcity Increased

Second, civilian parts became more and more scarce and the writer recommended that broadcast stations reduce power (1 db) and the FCC made this a law for the duration. This conserved materially the requirements for equipment competitive to some extent with military requirements.

However, the total requirements for broadcast stations and receivers were small compared to the vast quantities required for military. This is perhaps the main reason that it was possible to continue the operation of all broadcast stations and probably one receiving set per house on this conversion schedule.

Civilian equipment used some 700 different types of tubes; these now have finally been standardized to 75 to 200 types to minimize production facility requirements. Condensers were reduced from 300 or more variations to some 15 or 20 types and all other components were similarly standardized through industry committees which were certainly beneficial to say the least. Shorter hours of operation of stations were permitted during the war by FCC, thereby saving further on some components and manpower. Most of the information on these procedures is still available and could be used to apply to the present situation, including the maintenance of TV transmitters and receivers.

Self-Regulation Used

Self-imposed regulations were used by the industry based on overall recommendations by government, and industry proved most effective in detecting violations within its field. The need for industry cooperation and adequate *enforcement* procedures cannot be over-emphasized.

There is a large and useful reservoir of products in the hands of distributors throughout the country which will act as a balance wheel to satisfy civilian requirements in the broadest sense. However, it must be remembered that during the last war many of these distribu-

(Continued on page 44)

CONCLUDING arrangements for Bendix Radio & Television's sponsorship of the Fred Robbins show, *Robbins Nest*, WINS New York, are (l to r): Jack Flynn, WINS sales; Walter Lederer, adv. and sales mgr., Bendix; Mr. Robbins; M. D. Harrington, Bendix New York merchandiser, and Les Persky, producer.

THIS trio, setting the contract for Oscar Mayer & Co.'s (meat packer) sponsorship of all 1950 U. of Wisconsin football games on WIBA Madison, are (l to r): Carl Mayer, v. p. Oscar Mayer & Co.; Ken Schmitt, manager of WIBA, and John Fish, football commentator.

IT'S a near $45,000 deal putting Ziv's *Cisco Kid* on WOW-AM-TV Omaha as Ernest Hueter (l), advertising manager of Interstate Baking Co., Los Angeles, sponsor, and Bill Wiseman, WOW sales prom. mgr., complete agreement. Agency is R. J. Potts-Calkins & Holden, Kansas City.

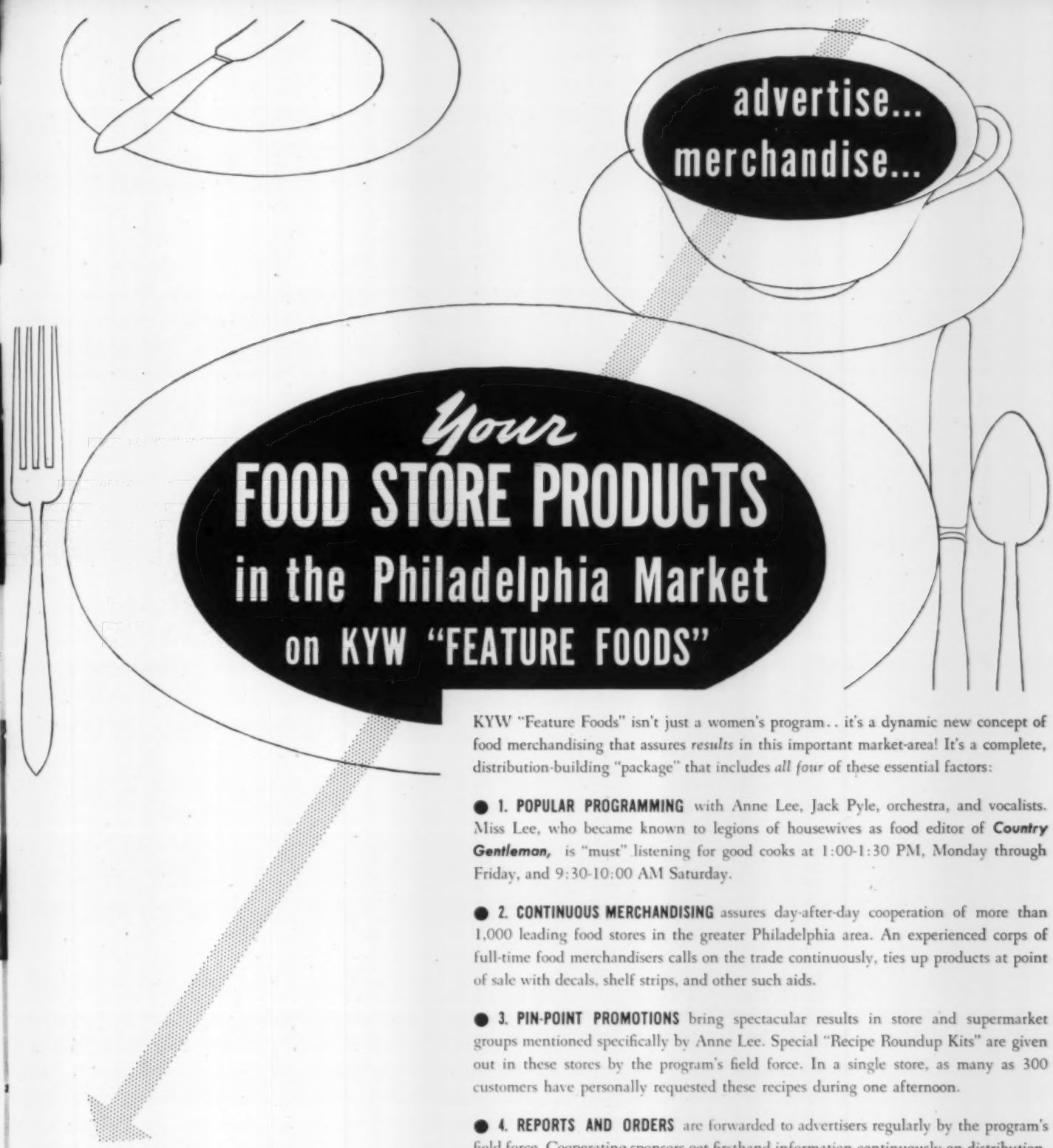
SETTING Joplin Tire Service sponsorship of 7:30 a.m. news on KSWM Joplin, Mo., for the fifth consecutive year, are (l to r): Seated, O. E. Oliver, pres., Joplin Tire Service; Austin A. Harrison, KSWM pres. and gen. mgr.; standing, Owen Smith, Joplin Tire sales mgr.; William S. Woodland, KSWM sales mgr.

ARRANGING Jackson Brewing Co.'s sponsorship of *Jax World of Sports* on WWL New Orleans are: (seated), Richard G. Jones, Jackson v. p.-gen. mgr.; (standing, l to r) Aubrey Williams, radio director, Fitzgerald Agency; Robert Fabacher, Jackson adv. mgr.; Bill Brengel, WWL sports director.

JACK WEISENBURGER (l), former Michigan All-American football star, and Don Mann (r), general manager, WKNK Muskegon, Mich., look on as Harrison Friend, president, Friend's Clothiers, contracts to sponsor Mr. Weisenburger's sportscasts on WKNK. Mr. Weisenburger is newly-named WKNK sportscaster.

LAUNCHING Pabst Blue Ribbon Beer and Ale's campaign on KXLW St. Louis are (l to r): Lee Cavanaugh and Jim Booth, both St. Louis area distributors for Pabst, and S. E. (Art) Sloan, general manager of KXLW. Messrs. Cavanaugh and Booth signed for a 15-minute strip on the *Spider Burks Show*.

XUM



Your FOOD STORE PRODUCTS in the Philadelphia Market on KYW "FEATURE FOODS"

KYW "Feature Foods" isn't just a women's program.. it's a dynamic new concept of food merchandising that assures *results* in this important market-area! It's a complete, distribution-building "package" that includes *all four* of these essential factors:

● **1. POPULAR PROGRAMMING** with Anne Lee, Jack Pyle, orchestra, and vocalists. Miss Lee, who became known to legions of housewives as food editor of ***Country Gentleman,*** is "must" listening for good cooks at 1:00-1:30 PM, Monday through Friday, and 9:30-10:00 AM Saturday.

● **2. CONTINUOUS MERCHANDISING** assures day-after-day cooperation of more than 1,000 leading food stores in the greater Philadelphia area. An experienced corps of full-time food merchandisers calls on the trade continuously, ties up products at point of sale with decals, shelf strips, and other such aids.

● **3. PIN-POINT PROMOTIONS** bring spectacular results in store and supermarket groups mentioned specifically by Anne Lee. Special "Recipe Roundup Kits" are given out in these stores by the program's field force. In a single store, as many as 300 customers have personally requested these recipes during one afternoon.

● **4. REPORTS AND ORDERS** are forwarded to advertisers regularly by the program's field force. Cooperating sponsors get firsthand information continuously on distribution, shelf positions, exposure, and other sales points; in many cases, dealers place actual orders with KYW personnel.

KYW PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Get full details on *Anne Lee's Notebook*.. the "Feature Foods" Program.. from KYW or Free & Peters. Act quickly — participations are limited to food manufacturers, and competing accounts will not be accepted!

WESTINGHOUSE RADIO STATIONS Inc KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

XUM

Radio, TV Prepare

(Continued from page 42)

tors sold their major stocks to industry engaged in direct or indirect war work as well as serving, in a limited way, the civilian.

It is believed these people serve a necessary purpose in the plans of all-out effort as to the taking care of vast amounts of small quantity orders from industry that would be most harassing to the manufacturers of these components should they suddenly be faced with a large number of small-quantity, nuisance orders.

Suggestions for industry preparation for the all-out effort, in event it comes, are offered on page 40.

It is inevitable that sacrifices will be required; but it is believed that with proper use of the present facilities and adequate cooperation of industry and individuals alike it will be possible to provide for the needs of existing receivers and the broadcast and TV stations with benefit to all concerned.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK AUGUST 13-19, 1950

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1	10	Horace Heidt (CBS)	10.4
2	1	Mr. Keen (CBS)	9.6
3	2	Crime Photographer (CBS)	9.1
4	6	Mystery Theatre (CBS)	8.6
5	19	This is Your F.B.I. (ABC)	8.1
6	4	Big Story (NBC)	7.7
7	25	Walter Winchell (ABC)	7.6
8	31	Adventures of Sam Spade (NBC)	7.6
9	34	Candid Microphone (CBS)	7.5
10	11	Satan's Waitin' (CBS)	7.5

Copyright 1950 by A. C. NIELSEN COMPANY

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for home listening only 1 to 5 minutes.

NEW YORK State Federation of Workers for the Blind has presented plaque to WNEW New York, in appreciation of station's *Talking Magazine* program, on which selected articles from current publications are read.

KRNT . . .

THE STATION WITH THE

FABULOUS PERSONALITIES

AND THE

ASTRONOMICAL HOOPERS

HOOPERATING HIGHER*

- MORNING
- AFTERNOON
- NIGHT

THAN ANY OTHER STATION IN

DES MOINES

ANY KATZ MAN WILL TELL YOU THE FULL FABULOUS SALES RESULTS STORY!

*C. E. Hooper Audience Index, City Zone — June-July 1950

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

VOICE TOWER

FBI Investigates Blast

INDICATING possible sabotage, the FBI has begun an investigation of an explosion Sept. 17 which destroyed the 165-ft. tower supporting one of the Voice of America antennae at the Bethany, Ohio, transmitting plant of the Crosley Broadcasting Corp.

In Washington, the State Dept. also announced that one of its engineers has been detailed to check the damage. Owned by the government, the Bethany plant is operated for the State Dept.'s International Broadcasting Division under contract by the Crosley Corp. It is used to beam Voice of America broadcasts to Europe and Latin America.

The transmitter was not on the air at the time of the explosion and the future broadcasting schedules will not be affected, it was stated. Engineers' preliminary estimate of damage was $5,000. The FBI also was called to Bethany last May 23 when another explosion destroyed a small battery switch house. No evidence of sabotage was reported then.

Commenting on the explosion, NAB President Justin Miller said:

Whether or not this is sabotage, its occurence at this time when our forces in Korea are enjoying success which should be reported to the people of the world is significant to all of us.

At least it reminds us that it can happen here and illustrates again the critical importance of this fast system of international broadcast education.

James D. Shouse, chairman of Crosley's board, said that, from the standpoint of a layman, "it looks like a professional job."

He pointed out there was some evidence that there had been tampering with a cyclone fence around the transmitters, about 30 to 40 feet from the destroyed tower.

Orders WDSM Election

NATIONAL Labor Relations Board last Friday ordered an election among the announcing staff of WDSM Superior, Wis., for collective bargaining with Ridson Inc., owner and operator of the station. Petitioner was the International Brotherhood of Electrical Workers, AFL. The election is to be held within 30 days from date of the ruling.

POPULATION

Revised Census Figures

ON THE BASIS of revised tabulations by the Census Bureau, preliminary population totals for several metropolitan areas have been changed from the figures which appeared in the 1950 BROADCASTING MARKETBOOK. The new preliminary population figures, along with revised totals for 1950 families and 1950 radio families, are as follows:

(Mktbk.—Marketbook figures; Rev.—Revised figures since then.)

	1950 Population	1950 Families	1950 Radio Families
Columbus, Ga.			
Mktbk.	169,574	47,366	39,119
Rev.	169,921	47,462	39,201
Columbus, Ohio			
Mktbk.	500,935	139,925	137,496
Rev.	501,882	140,190	137,666
Davenport-Rock Island-Moline			
Mktbk.	242,325	67,687	66,346
Rev.	233,012	65,087	63,786
Denver			
Mktbk.	559,494	156,281	152,980
Rev.	560,361	156,523	153,228
Louisville			
Mktbk.	578,974	161,723	153,227
Rev.	547,474	160,466	152,034
Milwaukee			
Mktbk.	861,226	240,565	237,427
Rev.	863,937	241,323	238,185
Seattle			
Mktbk.	726,055	202,808	198,142
Rev.	731,117	204,222	199,526
Tacoma			
Mktbk.	274,722	76,737	75,273
Rev.	275,802	77,039	75,573
Trenton			
Mktbk.	237,803	66,425	64,191
Rev.	227,229	63,471	61,249

WLIZ Bridgeport, Conn., given U. S. Army Air Force Award of Merit for "outstanding service to armed forces in field of advertising and public relations."

FOR producing the transcribed program, *Forward America*, John L. Sinn (l), president of the World Broadcasting System, accepts the Veterans of Foreign Wars "Award of Merit" from Charles C. Ralls, commander-in-chief of the VFW.

In the rich Shenandoah Valley

WSVA

NOW

FULLTIME

1000 WATTS ON 550

- 50,080 radio homes (BMB, 1949)
- 65% of WSVA loyal listeners listen 6-7 days per week
- 90% listen 3-7 days per week
- 5½ hours of live programming daily (6AM-2PM)
- No television coverage

1000 WSVA 1000

THREE CHIMES MEAN GOOD TIMES ON NBC
HARRISONBURG, VIRGINIA
1000 WATTS ON 550 FULLTIME

NBC

FRED ALLMAN, PRESIDENT

R. B. HARRINGTON, COMMERCIAL MANAGER

XUM

OHIO TRAIN WRECK

Stations Report Disaster Coverage

ALL-OUT coverage of the Ohio train wreck in which 33 Pennsylvania National Guardsmen from the Wilkes-Barre area lost their lives Sept. 11, was reported by Ohio and Pennsylvania outlets.

As a tribute from one media to another, WTNS Coshocton, Ohio, was cited editorially for its service in covering the wreck by the Coshocton *Tribune*. Managing Editor Robert B. Wallace described WTNS's coverage as "an outstanding example of the service a radio station can perform in a public emergency."

Singled out for plaudits by other stations and his community was W. Richard (Dick) Carlson Jr., general manager of WCDL Carbondale, Pa., first to inform the public of the disaster. Broadcasting from the scene, Mr. Carlson also telephoned every station in the Wilkes-Barre area giving them authorization to rebroadcast his programs. The result was that blanket coverage of the entire area was made possible [BROADCASTING, Sept. 18].

WJER Dover, Ohio, broadcast three reports from a farmhouse a quarter of a mile away. Handled by General Manager Frank E. Shaffer, the reports were telephone recorded at the station.

Also credited with helping give the disaster blanket coverage was Rod Lewis, former WCDL announcer and a lieutenant in the 109th Field Artillery from Carbondale.

WHIZ Zanesville, 35 miles from the scene of the wreck, rushed Announcer George Peck to assist John Terry, WTNS program director, in broadcasting eyewitness, first-hand descriptions. These descriptions also were broadcast by WILK Wilkes-Barre and, in turn, picked up by nearby stations at Carbondale and Scranton.

Others who relayed the broadcasts were CBS, MBS and NBC networks; KQV Pittsburgh; WSTV Steubenville, Ohio; WDZ Decatur, Ill.; WGAR and WTAM Cleveland; WKBN Youngstown, Ohio; the Ohio Network and Pennsylvania's Keystone Broadcasting System.

Mayor Luther M. Kniffen of Wilkes-Barre, in a telegram to WTNS, said:

The public officials and the citizens in the city of Wilkes-Barre and Wyoming Valley, through me as mayor of the city of Wilkes-Barre, desire to express our sincere thanks to you for your extended efforts in furnishing our people with accurate information concerning the tragic accident on Monday, Sept. 11.

Wilkes-Barre and Wyoming Valley are deeply grateful for all your efforts. It is our desire that you use this telegram over the facilities of your station in order that your people might be appraised of our feeling towards you.

BEFORE the ill-fated guardsmen's train left the Carbondale railway station, Mr. Carlson (2d r) interviewed (l to r) Lt. Joseph Walsh; Maj. William L. Tyrell, former battalion assistant commander; Capt. Keith Spangenberg, and Lt. Lewis, former WCDL announcer, who flashed word of the wreck to WCDL

AUTO DEALERS

Plan Week Oct. 22-28

RADIO and television are playing leading roles in plans for "National Automobile Dealer Week," which will be held Oct. 22-28 under auspices of the National Automobile Dealers Assn.

A 32-page brochure covering radio-TV aspects of the week's activities has been sent by NADA to all radio and television stations, it was announced. In the brochure are spot announcements for broadcast prior to the week, five five-minute interviews for local broadcasts, one 15-minute interview, and program inserts for special programs. Also included are suggestions for possible programs.

Scripts in the brochure emphasize the place of the local dealer in community life and give little known facts about the automobile and its place in the American way of life. Automobile safety is emphasized in some portions of the scripts.

Public Service Angle

In the brochure's foreword, radio stations have been urged to arrange for package promotion of National Automobile Week. "While there are commercial aspects to much of the material," an NADA spokesman said, "there is much which radio stations will wish to consider as public service."

Radio and television stations have been urged by NADA to acquaint all dealers in the stations' coverage area with complete plans for radio-TV coverage of the observance. In addition, stations were requested to assist dealers in promoting the event.

Conceived by NADA's dealer-customer relations committee, National Automobile Week was set up to "provide activities which will make the local public better acquainted with the dealer and his contribution to the community. It is also designed to promote interest in better used cars and new models. It is expected that the week's observance will also improve overall dealer service by concentrating on customer-relations within each dealership."

McBRIDE TO ABC

Signed to Long-Term Pact

MARY MARGARET McBRIDE, long with NBC's WNBC New York, last week was signed to a long-term contract by ABC.

She will broadcast in her accustomed time, 1-2 p.m., Monday-Friday, over ABC's WJZ New York, although the starting date has not been set. In addition, ABC said, she will be featured in network radio and television appearances.

FARM service department WNAX Yankton, S. D., awarded annual South Dakota 4-H Club citation for "outstanding contribution to club's work at S. D. State Fair."

UTAH OIL's sponsorship of Utah U. football-basketball games is set by (l to r): Marion Nelson, president, Gillham Advertising Agency; Ashby Badger, vice president in charge of marketing, Utah Oil, and George C. Hatch, president of Intermountain Network [BROADCASTING, Sept. 18].

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

Does your "listener impressions per dollar" cost "smell"? You need KFYR with its choice 550 kilocycle frequency, and its 5000 watts of power, located in an area noted for its excellent ground conductivity. And also noted for its farm income! Add 24 years of listener loyalty to these facts, and you'll see why KFYR is your best buy. Ask a John Blair man.

YOU MIGHT CLEAR 15' 7¾"* —

BUT . . .

YOU NEED THE FETZER STATIONS TO VAULT INTO WESTERN MICHIGAN!

AM or TV, the Fetzer stations are the highest-coverage, lowest-cost outlets in Western Michigan—WKZO, Kalamazoo, and WJEF, Grand Rapids, in radio . . . WKZO-TV in television!

WKZO-WJEF consistently get top Hoopers in their home cities—such outstanding preference, in fact, that WKZO-WJEF actually deliver some 57% more listeners than the next-best two-station choice in the area! BMB figures show that WKZO-WJEF have top coverage in rural areas, too. *Yet you get this CBS combination at 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

WKZO-TV is Channel 3 and basic CBS. Latest figures show that as of August 1st there were more than 70,000 sets within 50 miles of WKZO-TV. Five great markets—a population in excess of one and a quarter million with a buying income of more than *one and one-half billion dollars!*

Ask Avery-Knodel, Inc. for all the proof of Fetzer-station superiority in rich Western Michigan.

**Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

waga
•tv
ATLANTA
BASIC
CBS
Coaxial Connected
Sept. 30th
Represented by
THE KATZ AGENCY, INC.
TOM HARKER
NATL. SALES REP
A FORT INDUSTRY STATION

TEXANS ALL, this group at NAB District 13 meeting [BROADCASTING, Sept. 11, 18] (l to r): Ray Bright, KTRH Houston; Charles Balthrope, KITE San Antonio; Louis Cook, KNOW Austin; Byron Ogle, KRGV Weslaco; Clark Brown, John Blair & Co.; King Robinson, KATL Houston; Al Stien, AP; Charles McDowell, ASCAP; Ron Litteral, KLYN Amarillo.

Milestones

► WCOP Boston celebrated its 15th anniversary Aug. 26. Chainbreaks throughout the day called attention to the anniversary. A half-hour program, *Anniversary Salute*, was scheduled by Gene King, program director, the previous evening.

► Peter Gramba, transmitter engineer for WJAS Pittsburgh, celebrated 18 years at the station Sept. 2.

► Arthur F. Rekart, chief engineer for KXOK-AM-FM St. Louis, celebrated his 25th anniversary in the radio industry Aug. 25.

► WOSC Fulton, N. Y., celebrated its first anniversary Aug. 22. A special program included messages of congratulation from local officials, responded to by John J. Kesterke, WOSC president. Also featured was a recorded message from Edward Noble, ABC board chairman, whose home is in northern New York.

► Roger Krupp, member of the announcing staff at WCCO Minneapolis, completed his 20th year as an announcer Aug. 21. Mr. Krupp, who began his announcing career at WRHM, now WTCN Minneapolis, joined WCCO in July.

► Bill Kotera, chief engineer at WOW-AM-TV Omaha, Neb., was guest of honor at a surprise stag party tendered by staff members recently when he celebrated his 25th anniversary with the station.

► Sept. 1 marked first anniversary of KMTV (TV) Omaha. Station celebrated with party on *Penny Auction* show, sharing cake with more than 100 persons.

► *So It Can't Happen To You*, traffic safety program on KXOK St. Louis, celebrated its 11th anniversary Sept. 16. Show was presented certificate of award for service to safety by St. Louis Police Dept. that day.

► WOAI San Antonio, Tex., observed its 28th anniversary Sept. 25.

► *Hey Bob Show* started its third straight year on KRNT Des Moines Sept. 1.

► WRMN Elgin, Ill., Sept. 10 celebrated its first anniversary on the air. Station is licensed to the Elgin Broadcasting Co.

► General Electric Research Lab celebrates its 50th anniversary during the week of Oct. 9. The laboratory's new home near Schenectady will be formally dedicated, according to Dr. C. G. Suits, GE vice president and research director.

► KDKA Pittsburgh's *School of the Air* began its sixth year Sept. 18.

► More than 3,000 persons attended the second anniversary celebration of WXLW Indianapolis. Watermelon feast and open house were sponsored by the station with a 15-minute portion of the event broadcast.

► CBS *Carnation Family Party* Sept. 16 celebrated first year on the air.

NARND SESSIONS

Utley Talk on Agenda

NBC Commentator Clifton Utley will outline the obligations of the newscaster to members of the National Assn. of Radio News Directors at their fifth annual convention in Chicago. The group will meet at the Hotel Sherman Nov. 16-18.

Mr. Utley, who broadcasts from Chicago, will appear with executives of the Atomic Energy Commission, the Air Force, office of the Secretary of Defense and Civilian Defense. Convention theme is "Radio news and the part it plays in the war effort," according to Ben Chatfield of WMAC Macon, Ga., convention program chairman.

The NARND in five years has acquired 200 members in all 48 states, reports President Jack Shelley of WHO Des Moines.

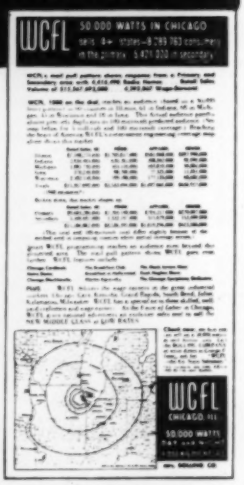
INCREASE of 300% in number of major students revealed by U. of Miami, Fla., radio-TV department.

time buyer finds Service-Ads helpful...

"When I'm making my initial screen of stations in a particular market and getting the technical data I need from STANDARD RATE," says the Time Buyer in a large Chicago agency, "I check all the ads that appear, too."

Service-Ads, like WCFL's, for example, are particularly useful to Time Buyers. They supplement and expand station listings in SRDS Radio and Television Sections and market listings in SRDS CONSUMER MARKETS with additional information that helps buyers buy.

Note to Broadcasters: The 64-page SPOT RADIO PROMOTION HANDBOOK reports what radio advertisers and agencies want to know about stations and where they get their information. A dollar a copy from us.



A total of 150 stations regularly supplement their listings in each of the monthly SRDS Radio and Television Sections with Service-Ads giving additional information that helps buyers buy.

STANDARD RATE & DATA SERVICE
The National Authority / Walter E. Botthof
Serving the Media Buying Function / Publisher
333 North Michigan Avenue, Chicago 1, Illinois
NEW YORK • LOS ANGELES

Memo to Editors

Coal's Brighter Side

In its August issue, *Coal Age* carried an article entitled "Coal's Brighter Side." Written before Korea and of even greater pertinence today, it replied chapter and verse to some of the gloomy comments that have appeared in print. What this authoritative journal of the industry had to say on this topic is of interest to everybody. Here are a few direct quotes which we are reprinting with the permission of *Coal Age*.

Coal's Critics say:
Coal production was down in 1949 . . . that's very bad.

These are the facts:
Production [in 1949] . . . was 31 million tons higher than the average for 1931-40. The average for the four postwar years, 1946-49, is 164 million tons above the average for 1931-40. Besides, in 1949, coal users actually used more coal than was produced! Cut off from normal supplies by short work weeks and stoppages, they took some 40 million tons out of stock piles . . . Coal production at the end of 1950 will total around 500 million tons (an increase of 65 million tons).

Coal's Critics say:
The swing to other fuels in 1949 and 1950 looks bad. It's a speed-up in the long-term swing away from coal and the beginning of coal's end.

These are the facts:
The critics who noise this abroad are mistaking a temporary backset for a death rattle. The backset was brought on by a delayed but inescapable postwar adjustment and was complicated by work stoppages, consequent shortages in supply and a river of foreign oil imports.

Coal's Critics say:
The Diesel is taking over the railroads. Coal's locomotive market soon will shrink to nearly nothing.

These are the facts:
[Coal critics] contrast a shiny new Diesel with a 20-year-old steamer. That way, the Diesel is an odds-on favorite. But the newest steam burning locomotives—such as the ones in service on the Norfolk and Western Railroad—promise to provide a steady new market for coal on railroads. In addition, both Diesel and coal-fired locomotives may only be "way stations" on the road to complete electrification. If this happens, coal will find a vastly increased electric utilities market.

Coal's Critics say:
The "shakeout" in the coal industry has been rough. There now are fewer companies and mines in the coal business than two years ago.

These are the facts:
The "shakeout" hasn't knocked out any well-established company producing quality coal at a reasonable price . . . The survival of old-line companies is a measure of their real strength. Bolstered . . . by good business, fair profits, smart management and a big investment in properties and machines, they are in good shape. For the kind of coal they produce . . . [top quality coal] . . . there will always be a strong market.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.

The world would sleep if things were run
By men who say, "It can't be done!"
—PHILANDER JOHNSON

SEPTEMBER 1949—one year ago—Lang-Worth announced a revolutionary development that defied the age-old laws of sound recording. It stated its intention to provide broadcasters with a unique disc that would be more durable, more convenient and vastly superior in tonal fidelity.

THE BIG MINDS of the Broadcasting Industry openly shouted their approval of such voluntary effort to raise the standards of AM and FM broadcasting.

THE LITTLE MINDS, envious and insecure, whispered within their little world that it couldn't be done.

KTFI
TWIN FALLS IDAHO

Thirteen years with Lang-Worth led us to believe that nothing could be finer. However, your new 8-inch program service tops everything.
—FLORENCE GARDNER
(13 years with Lang-Worth)

KFOX
LONG BEACH CALIFORNIA

Your new program service makes us proud to be members of the Lang-Worth family. You've done it again and Lang-Worth is still away out in front.
—HAL NICHOLS
(10 years with Lang-Worth)

WTOC
SAVANNAH GEORGIA

We consider your new service the greatest step forward in the transcription field in several years...and a real contribution to our work.
—DWIGHT J. BRUCE
(14 years with Lang-Worth)

...ared...

SEPTEMBER 1950—within the year just passed, two-hundred-and-sixty working days, Lang-Worth secured a factory, designed, built and installed highly specialized machinery, and manufactured nearly one million critically perfect 8-inch transcriptions.

THESE NEW 8-INCH transcriptions are right now gracing the turntables of 650 progressive broadcasters in an all-out effort to raise the program appeal and commercial impact of AM broadcasting.

The acceptance of Lang-Worth's new 8-inch transcribed program service is universal...

We dared - and we won!

C. O. LANGLOIS,
President

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

WCAU
PHILADELPHIA
PENNSYLVANIA

Your new program service gets our 100% approval—It's really sensational! Congratulations!
—JOE CONNOLLY
(2-years with Lang-Worth)

WSMB
NEW ORLEANS
LOUISIANA

Congratulations on your new 8-inch transcription service. It does everything you claimed for it and more.
—HAROLD WHEELAHAN
(7 years with Lang-Worth)

WELCOME STRANGER:

During the past twelve months Lang-Worth directed its facilities exclusively to the service of active franchise holders. We are now ready to consider new station affiliates in open territories. Your application will be given immediate consideration.

XUM

editorial

Victory Thru Air Power

JUST WEEKS ago the Korean "incident" was a "police action." It was going to be "business as usual." Even the politicians have abandoned that sort of legerdemain these days.

There's no longer any uncertainty. We're creeping toward full-scale wartime controls. Whether it becomes a full sprint depends upon Washington—and the Kremlin.

The course of events has changed the outlook for all. Manpower shortages can be expected. A return to allocation of essential materials is beyond the drawing-board stage. For radio, there may be another freeze superimposed upon the TV ice-cap. As was done during the last war, all new station authorizations and even modifications, other than those sanctioned by the military as essential to home defense, may be thrown into the pending files.

If the pattern of World War II is followed, advertising will boom. Excess profits taxes, now inevitable, entice new dollars for all media. Newsprint shortages may return. Pages can't be added arbitrarily, if rationing returns. Nor hours to the day.

Radio, singled out as the whipping boy among the advertising media because it sat on its hands too long, will get a respite. The Assn. of National Advertisers, meeting this week in Chicago, may go through the motions of presenting its purported case for rate reductions, notably in TV markets. But if the ANA case had any premise at all, it certainly has gone aglimmering. Radio listening is at an all-time peak. TV is destined, for the foreseeable future, to remain at 100-odd stations in 60-odd markets.

The most appalling error radio could make at this juncture would be to let things ride because the rate crisis appears to have passed. Radio made that mistake during World War II, when business was lush, and when there were less than 1,000 stations.

During World War II magazines and newspapers prepared for the peacetime economy ahead. They adopted radio's pre-World War II research and promotion methods. They organized for the competitive selling job—and primarily against radio. They hadn't planned on TV's spectacular emergence, nor had radio for that matter. But the printed media profited from their preparations. The advertisers, obviously trying to strike the best bargains they could, hit at what has been described as the "soft underbelly" among the media.

Just before the 38th parallel became an international issue, broadcasters moved toward the formation of a selling agency for radio—belatedly to do the job left undone a decade earlier. The project for a million-dollar Broadcast Advertising Bureau was launched. Then—after the ANA crusade—came the project of NAB General Manager Bill Ryan for a "continuing study" of radio rates.

Both are "must" projects. Radio, and TV too, must have the story to parry the competitive thrusts that are bound to come with a return to a normal economy—whether that be six months or six years away.

Radio and TV, along with all other media, will turn all out in the new war effort, as they did less than a decade ago. As a matter of statistical fact, the radio media have never stopped in that effort.

But the peacetime planning should continue. It behooves all in radio to ponder a paraphrase of that military maxim:

In time of advertising peace, prepare for the rate war ahead.

FCC COMR. Frieda B. Hennock is unquestionably the First Lady of Radio. She has given the Commission glamor and the benefit of a woman's viewpoint, as well as the viewpoint of a capable lawyer. She writes a forceful opinion, and in her address to the nation's women lawyers a few days ago she demonstrated again that she is an effective speech-maker. We venture to observe, however, that Radio's First Lady is out of step with the Nation's First Citizen when she suggests, as she did to the Portias, that radio needs "new blood" in its ownership. President Truman said in 1945 that "American radio is in good hands." Changes since then have only extended the diversification which she deems so desirable. As one who has heard a lot about compatibility lately, she should appreciate the lack of it in the two appraisals.

Atomic War & Radio

AT 3:30 A.M. on Sunday, Sept. 17, the antenna of one of the Crosley shortwave stations at Bethany, Ohio, was wrecked by explosion—the work of saboteurs, according to Crosley management. It was one of the stations leased to Uncle Sam for Voice of America use.

At noon the following day, the plan for "United States Civil Defense" was sent to Congress by the President. The Communications chapter of this 150-page manual carries this grim lead sentence:

The Nerve System of civil defense is communications.

There follows a detailed exposition of the functions of communications in the event of atomic war. It is a guide to the state and city subdivisions on how to prepare. From the communications standpoint, it would bring into play every available facility. It entails coordination of federal, state and local civil defense organizations. It calls for use of AM, FM, TV and facsimile, along with amateurs, telephone, telegraph, radio, teletype and messenger service. The detailed blue-print is covered elsewhere in this issue.

Broadcasting, including TV, "should be utilized as an important medium to inform the public of its responsibility in civil defense," says the NSRB Handbook. Responsibility for organization is assigned the federal civil defense agency, working with the Defense Dept., the FCC, and other government agencies, as well as commercial communications and the networks. There would be a communications chief in each state organization. There would be key stations, following the pattern of the last war.

Frightening as it is to contemplate an atomic war, it is the duty of every broadcast executive to familiarize himself with the communication aspects of the NSRB plan. There are proposals that many broadcasters will not like. For example, the proposed model state Civil Defense Act would provide for seizure of transportation and communication under a state of national emergency. Withal, however, it is an exhaustive and undoubtedly an essential plan at this stage.

We should like to reiterate a suggestion we made two years ago, when the late Secretary Forrestal submitted a Civil Defense Plan. Our broadcasters and telecasters are custodians of a public trust. They are willing to assume any reasonable responsibility.

Why not establish a civil defense reserve into which each station owner or active manager would be inducted? He would be subject to military or civil rule, if and when martial law is ordered. He would receive special training for his emergency role.

This project, or some variation of it, seems to be worth espousing.

our respects to:

JAMES GEORGE COMINOS

WHEN Norman W. Le Vally opened the doors of Le Vally Inc. three years ago in Chicago's London Guarantee Bldg., a vibrant young man in his 30's was right behind him.

Knowing how important radio and television were to the modern agency, Mr. Le Vally had looked long and hard for a qualified radio-TV director. He found in Jim Cominos a man of such drive and persuasiveness in his promotion of *all* forms of advertising that today Mr. Cominos is vice president and general manager of the firm.

But those who have watched Jim Cominos work since he entered the agency field 15 years ago, know he is at his best putting shows on the air—be they sight or sound. For 12 years BBDO knew him as producer-director of many of its top-rated radio programs (except for three years when he served in the Marines).

(Continued on page 64)

Static and Snow

By AWFREY QUINCY

WITH Brown & Williamson now making it a point to Raleigh to the support of AM, could it be that towards TV they're a bit Kool?

* * * *

Comr. Hennock says radio needs "new blood." But, whose? And, what color? Or, What! Color?

* * * *

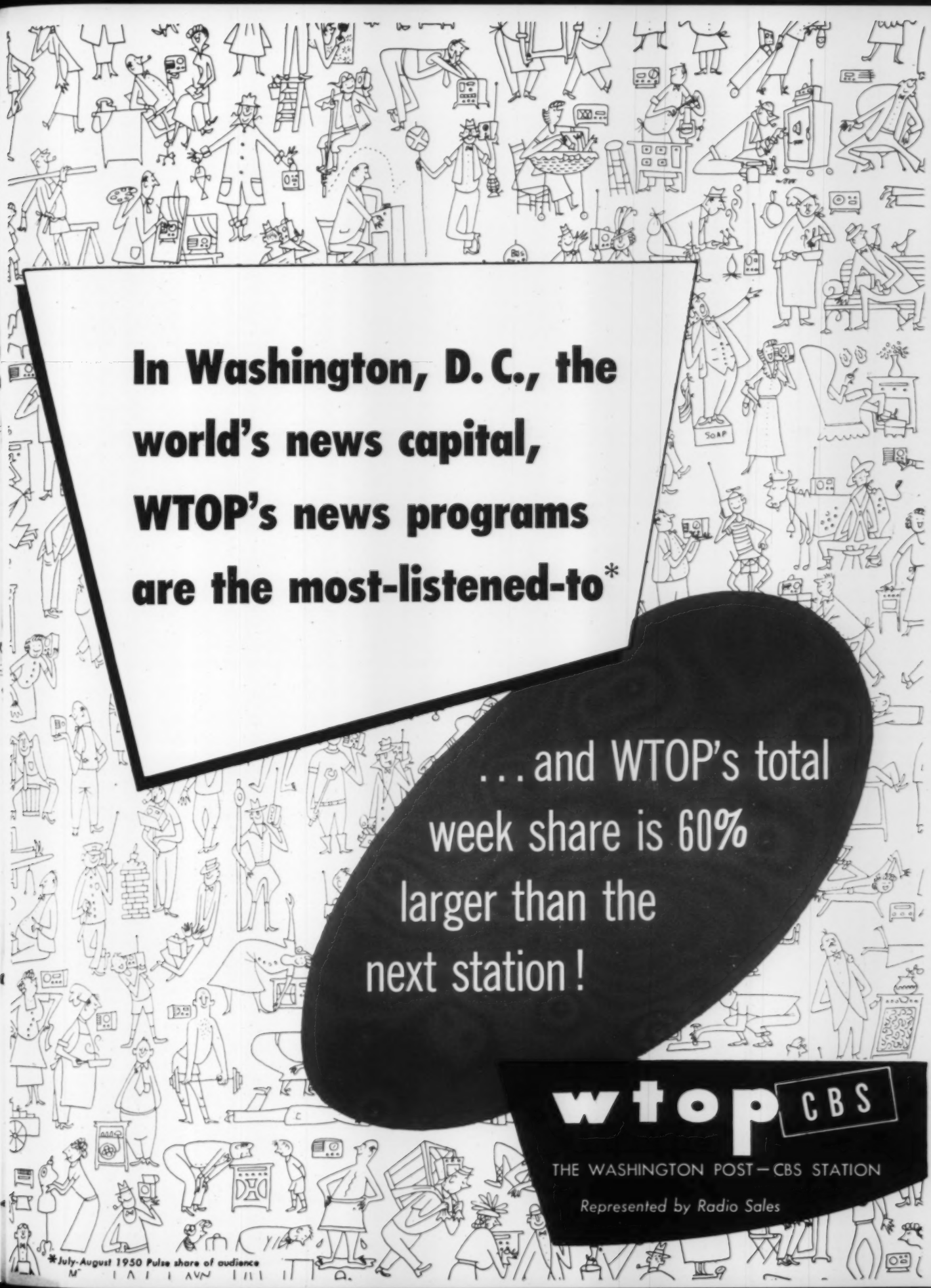
Every day in every way life does get better. The latest manual on "How To Use Radio," issued by the Democratic National Committee, deals with paid political time. The previous such manual we recall was put out some years ago by the PAC:CIO. It instructed workers in techniques used to chisel free time out of radio stations and it was full of the cutest stuff, none of which, as far as we know, ever worked.

* * * *

Nielsen says Hooper's pulse is "incompatible." Would an adapter help?

* * * *

Advice to three networks! Come 1951, look sharp, feel sharp, be sharp, AND don't Gillette 'em take you.


In Washington, D.C., the world's news capital, WTOP's news programs are the most-listened-to*
. . . and WTOP's total week share is 60% larger than the next station!
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
*July-August 1950 Pulse share of audience

XUM

front office

DONALD WITHYCOMB to executive staff Progressive Broadcasting System. At one time was general manager WFIL Philadelphia and manager international division of old Blue Network.

Mr. Withycomb

ROBERT E. THOMAS, Buchanan-Thomas Adv., Omaha, assistant radio director, to assistant manager WJAG Norfolk, Neb.

DON LONG to KXO El Centro, Calif., as salesman-announcer.

FRANK BLAIR, commercial manager WQAN Scranton, Pa., rejoins WOL Washington in commercial department.

JOHN R. MARKEY, merchandise director and account executive Stewart-Lovick & MacPherson Ltd., Toronto, to KNBH (TV) Hollywood sales staff as account executive.

ROBERT E. WOODBURY, traffic manager WCCO Minneapolis, named sales service manager of station.

DEVNEY & Co. named N. Y. City representative for Cotton Belt Group and its affiliates, KTFS Texarkana, Tex., KDMS El Dorado, Ark., and WGVM Greenville, Miss.

Mr. Woodbury

J. H. FLEET, chief engineer KSTL St. Louis, to general manager new station in Crossett, Ark., owned by himself and T. CECIL FLEET SR., his father. Call letters unassigned as yet.

JACK PETERSON, president CHLO St. Thomas, Ont., and mayor of St. Thomas, resigns presidency of station and joins as officer, Canadian UN Army force for Korea.

F. B. THORNTON, organizer of British Broadcasting Corp. Latin-American service, to BBC Canadian representative at Toronto, replacing JOHN POLWARTH, who returns to England because of ill health.

KEN KAPLAN, sales department WKBW Buffalo, N. Y., named sales manager.

Mr. Kaplan

JACK MILLER to KPOA Honolulu, T.H., as account executive. Was with Denman & Betteridge Inc., Detroit.

CARL ZIMMERMAN, station manager WRAC Racine, Wis., to active duty with radio-TV branch Public Information Div., Pentagon Bldg., Washington.

BRITISH BROADCASTING Corp., Washington, moves to 909 National Press Bldg. Phone: Executive 1465.

SELVIN DONNESON, member sales department, WWRL New York, appointed sales manager.

HAL R. WETTERSTEN from WAAF Chicago sales staff to local sales at WENR same city.

WARNER BAYLOR, account executive WMBG WCOD(FM) WTVR (TV) Richmond, Va., to active service as public information officer in Navy.

Personals . . .

WILLIAM H. SPENCER, general manager WHOT South Bend, named public relations chairman of Community Chest 1950 Red Feather campaign. . . . BOB HIX, sales manager KFH-AM-FM Wichita, Kan., father of girl, Dotty Ann, Aug. 25.

CLARK HOWELL, publisher *Atlanta* (Ga.) *Constitution*, appointed chairman Newspaper Publishers Advisory Committee for U. S. Savings Bonds division of Treasury. He is vice chairman of board Atlanta Newspapers Inc., operator merged radio properties under WSB there [BROADCASTING, August 21]. . . . LESLIE ATLASS, CBS vice president in Chicago, reported back to work Monday after suffering what was termed "mild" heart attack in Louisville [BROADCASTING, Sept. 18].

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

SAG Joins Crusade

SCREEN ACTORS Guild last week joined the Crusade for Freedom *en masse*. Ronald Reagan, president of the guild's board of directors, telegraphed the crusade's national chairman, Gen. Lucius D. Clay, that "more than 8,000 members . . . of (SAG) are proud to enlist in the Crusade for Freedom and to take an active part in the battle for men's minds now being waged around the world. We offer you our complete support in this great counter - offensive against Communist lies and treachery. Please call on us."

AFRA Strike Vote

STRIKE VOTE on behalf of announcers at three Los Angeles stations, KMPC KFWB KLAC, in the event current negotiations fail, was passed by membership of the American Federation of Radio Artists at the annual meeting last Monday (Sept. 18). Based on a five day, 40-hour week, announcers at KMPC seek basic increases from $90 to $102.50; at KFWB, $87.50 to $100; KLAC $87.75 to $100 base, plus $12.50 extra for "platter-spinning" chores which they are often called on to do. Membership also voted full support for the Crusade for Freedom campaign.

NBC CLUBS

Add 10 and 20 Year Members

TWENTY-FIVE new 10-year members and 30 new 20-year members were inducted in the Ten and Twenty Year Clubs of NBC at the network's annual outing last week.

The new Ten Year Club members are:

John Tiedeman, Victor Bary, Joseph Costello, Henrietta Grice, Helen Davis, Evelyn Varian, Denton Butt, James Richards, Julia Dougherty, Gordon Mills, Philip Porterfield, George Wallace, Norman Cash, Paul Knight, N. Frederick Weihe, Jean Smith, Edwin Schabbehar, Robert Guthrie, Robert Stanton, Edward Whitney, Arthur Anderson, Henry Bomberger, Howard Eitelbach, Robert Button and Walter Law.

The new Twenty Year Club members are:

John Royal, Anna Valenzano, Theodore Zaer, Roland Lynn, Harry Olsen, Magnus Opsal, James Wood, Hugh Beville, Louis Anderson, Joseph Kiernan, Margaret Leonard, Valerie Sparks, Benjamin Baer, Thomas Baricak, Thomas Belviso, Ben Grauer, Hugh Gunn, Miriam Hoar, Isabel McGeary, William Paisely, Frank Surowitz, William Young, Peter Zalantis, Frances Sprague, Margaret Hadley, Charles Phelps, Felix Ghirlando, Howard Gronberg, Harvey Gannon and Earl Harder.

The use of WJDX is a sure key to sales success in the prosperous Jackson market. You'll find an audience that is loyal, responsive and able-to-buy.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

THE NEW *Gates* BC-5B 5000 WATTS *has* NO *curves*

Yes— —we know life is pretty dull without a few curves but we are talking about the he man design in five kilowatt equipment. The new Gates BC-5B transmitter has nearly eliminated the common technical reference to curves.

Take the response curve, for example. It's now a straight line from 30 cycles up and the distortion curve, just as good at 50 cycles and without massage too. —The carrier shift curve is nothing like you'll see on Peachtree Street in Atlanta but it's mighty good looking to the engineer's eye.

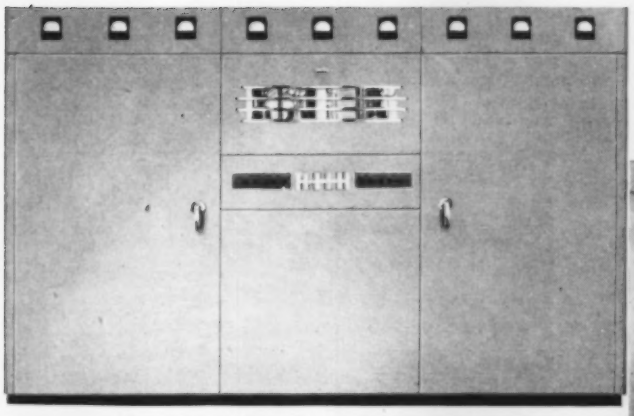
There is a sharp rise in the quality curve and a severe dip in the operating expense curve. With or without inflation that means better performance for less operating dollars. Do broadcasters like our curves, or should we say lack of curves? Already stations in Salt Lake City; Sioux City; Muskegon; Helena, Arkansas; Endicott, New York; St. Joseph, Missouri; and many others are really quite happy—curves or no curves, whichever you prefer. We almost forgot the best part—the sales curve is way up.

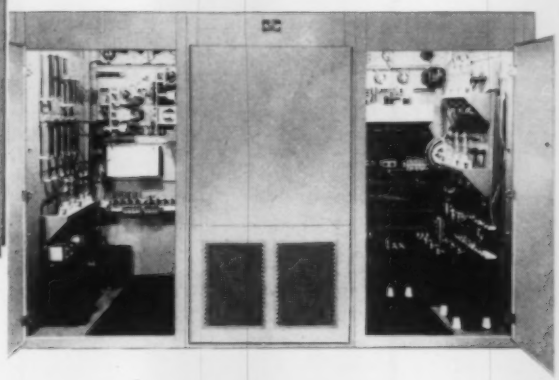
The GATES RADIO Company

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILL., U.S.A.

Branches in WASHINGTON, D. C. and HOUSTON, TEXAS





Broadcasting's modern, up-to-date five kilowatt A.M. transmitter is the Gates BC-5B—entirely new in tube line-up and electrical design, it will operate for $1000.00 per year less than older, less efficient models.

XUM

waga
•tv
ATLANTA
BASIC
CBS
Coaxial Connected
Sept. 30th
Represented by
THE KATZ AGENCY, INC.
TOM HARKER
NATL. SALES REP
A FORT INDUSTRY STATION

THE
LONG ISLAND
STORY

WHLI
reaches more homes* in Nassau County 6 or 7 days a week than any other New York or Long Island Independent Station
* B M B Study # 2
•
Nassau County is a $602,218,000.00 retail market!*
*Standard Rate & Data's 1950-51 Consumer Markets.
Represented by
RAMBEAU

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS L GODOFSKY President

air-casters

DON NAYLOR, production manager WGST Atlanta, Ga., to program director WAGA same city.

LOU FLORENCE, associate director WPIX (TV) New York, named director. Succeeded by **DON GARFEIN,** member of commercial production department.

AL MANN, program director and producer KVER Albuquerque, N. M., to active duty in Navy Reserve. **RAQUEL MARQUEZ,** Spanish program director and secretary to **WILLIAM KEMP,** president, succeeds Mr. Mann.

DEE STARK, salesman KXIC Iowa City, to KBUR Burlington, Iowa, as office manager.

MARY BETH LARRABEE, special features department WMAL-AM-TV Washington, to TV assistant to **Ruth Crane,** women's director. **MARTHA DeBACKER,** traffic department, replaces Mrs. Larrabee.

DUFF BROWNE, production supervisor and staff director WRGB (TV) Schenectady, N. Y., to faculty U. of Miami, Fla., radio-TV department as teacher and supervisor of TV production.

EDDIE GALLAHER, disc jockey WTOP Washington, begins additional show for WITH Baltimore, 12 n.-1:15 p.m., weekdays.

BARBARA MACCI to KXO El Centro, Calif., as woman's editor and receptionist.

"HAP" ADAMSEN to WERE Cleveland as m.c. *This Is Living* show and publicity director.

JOE H. BAKER, promotion manager Inland Broadcasting Co. (KBON Omaha), to merchandising manager KMTV (TV) Omaha.

STEPIN FETCHIT, motion picture "lazy man," to disc jockey WEW St. Louis, week days, 10:30-11 a.m.

TERRY JOHNSTON to m.c. *The Morning Express,* disc show, daily, 7-8:45 a.m., WFEC Miami, Fla.

GENE SPRY, program director WKAI Macomb, Ill., to announcing staff WMBD Peoria, Ill.

DALL WILLIAMS to KTSL (TV) Hollywood announcing staff.

JACK SCOTT, personnel director WSBT South Bend, Ind., to active duty with Marine Corps at Camp Pendleton, Calif.

JOSEPH ERIC von STROHEIM, assistant KECA-TV Hollywood film department, leaves for active duty in Army Signal Corps.

FRANK LOVEJOY, star NBC *Night Beat,* presented special award by Southern California Chapter, Theta Sigma Phi (national women's journalistic fraternity), for "honest and convincing portrayal of newspaper reporter on program."

BOB ERET to NBC Chicago press department as writer from news staff at WWCA Gary, Ind.

PAUL BRENTSON, TV announcer, to WQXR New York announcing staff.

LANNY ROSS, featured in *Lanny Ross Show,* MBS, Mon.-Fri., 12:15-12:30 p.m., signed by network to exclusive three year contract covering daytime hours.

NEWTON THOMAS, WXGI Richmond, Va., to WMBG same city, as announcer, replacing **LEE JACKOWAY,** who returns to U. of Miami.

ED CASE, morning man WFAX Falls Church, Va., named m.c. *Let's Dance,* 2:30 p.m., Mon.-Sat.

CHARLES HARRISON, announcer WAML Laurel, Miss., to active duty with Air Force. Replaced by **PAUL CARLISLE.**

BOB (Coffee Head) LARSEN, disc jockey WEMP Milwaukee, to be guest on CBS *ABC's of Music,* Sept. 27.

BILL DORN, morning man WTMA Charleston, S. C., father of girl, Laurice Anne.

DICK CRENNA, NBC *Great Gildersleeve,* and Joan Grisham announce their marriage.

BETTY BEUTLER, Don Lee Hollywood accounting department, and Robert S. Satt married Sept. 17.

News . . .

HUSTIN V. McMILLAN, managing editor *Palm Beach* (Fla.) *Post,* to WJNO West Palm Beach as news editor. Succeeds **BOB DELANEY,** director of sports and special events, who takes on station promotion and morning duties.

BILL WARD, sports announcer WSGN-AM-FM Birmingham, Ala., named sports director.

BERI MOORE, sports announcer WCFA Andalusia, Ala., to WMOX Meridian, Miss., directing sports broadcasts.

ROBERT N. RUNYON, announcer KILO Grand Forks, N. D., to news director WOOD Grand Rapids, Mich.

HARRY SMITH, local news editor WDZ Decatur, Ill., to active duty with U. S. Army. Replaced by **DAVE WATTERS,** local newscaster and reporter WBYS Canton, Ill.

F. O. CARVER, news director WSJS Winston-Salem, N. C., to board of directors National Assn. of Radio News Directors, succeeding **JOHN BILLS,** news director WQAM Miami, Fla., leaving radio to enter new field.

ROUNDY COUGHLIN, sports columnist *Capitol Times,* Madison, Wis., starts *The Roundy Show,* predictions for Big Ten football games, KSTP-TV St. Paul-Minneapolis.

BILLY LEVY, sports editor *Sun & Heights Press,* Cleveland, to show for WERE same city, utilizing scores of local high school games and recorded music.

BOB SPICER, new to radio, to KBUR Burlington, Iowa, as news editor.

HAROLD SCHERWITZ, sports editor *San Antonio Light,* signed to series of weekly football predictions for KEYL (TV) San Antonio, Thurs., 7 p.m.

'LUCKY NUMBER'
Mail Advertising Approved

USE of the mails to advertise the *Lucky Social Security Numbers* program conducted by Azrael Adv. Agency, Baltimore, has been approved by the U. S. Post Office Dept. The program is heard on a large number of stations.

Question of the program's postal status arose when a local post office official refused to accept copy from WEBR Buffalo advertising the program until a ruling had been made by the department's solicitor in Washington.

Frank J. Delany, solicitor, submitted the department's ruling to Maurice Azrael, president of the agency that developed the program format. Mr. Delany held:

Inasmuch as this gift enterprise is to be conducted exclusively by radio and only an incidental use of the mails made in connection therewith, it would appear that the proper organization to clear the enterprise would be the FCC.

If the enterprise is not in violation of the above-mentioned commission, advertising material in connection therewith would not be refused transmission in the United States mails. In the final analysis, of course, your client must assume full responsibility for any violation of law that might be involved.

Since the program's introduction last spring it has not been restricted by the FCC, Mr. Azrael pointed out.

MOTOROLA Inc. has voted to increase regular quarterly dividend on common stock from 37½ cents to 50 cents and have added extra dividend of 50 cents per share for third quarter ending Sept. 30. Payments will be made Oct. 16 to stockholders of record Sept. 29.

XUM

FOR STL... BUY REL

COMMISSION ANNOUNCED ADOPTION RULES PERMITTING USE STL
EQUIPMENT FOR STANDARD BROADCAST STATIONS* IN BAND NINE
TWENTY FIVE TO NINE FORTY MEGACYCLES RULES BECOME EFFECTIVE
OCTOBER SIXTEEN=

* NOW FOR AM-ONLY STATIONS ALSO

Operator License requirements at studio and transmitter are Third-Class Radiophone Permittee only.

SEND YOUR PROGRAM FROM YOUR STUDIO AREA TO YOUR TRANSMITTER THE MODERN WAY—BY RADIO RELAY—

with REL MODEL 707-B
STUDIO-TRANSMITTER LINK

1. ***WORLD LEADER WITH RELIABLE STUDIO-TRANSMITTER LINKS***—first with STL—best with STL—most with STL
2. ***EXCLUSIVE "SERRASOID" MODULATOR***—designed, developed and used exclusively by REL. stable—superior quality—latest design.
3. ***IMMEDIATE DELIVERY***—REL 707-B with antennas now in stock
4. ***HIGH PERFORMANCE AVAILABLE***—exceeds all F.C.C. Requirements—designed specifically for STL—More reliable—more economical
5. ***COMPLETELY UNDER YOUR OWN CONTROL***—

The only requirement is that a true "line of sight" path exists between your studio area and your transmitter site.

Check with our sales engineering representatives listed below. If your area is not represented, communicate with REL by telephone, telegraph, or teletype, or write.

REPRESENTATIVE	Territory	REPRESENTATIVE	Territory
Ahearn and Soper Co., Ltd. Ottawa Electric Building Ottawa, Canada Ottawa 3-4068	Dominion of Canada	Arthur H. Lynch and Assoc. P. O. Box 466 Fort Myers, Florida Fort Myers 1269M	Florida
Bivins and Caldwell 807 Security Bank Building High Point, North Carolina High Point 3672	Kentucky, West Virginia, Maryland, North Carolina, South Carolina, Tennessee, Alabama, Georgia, Virginia.	Earl Lipscomb Associates 4433 Stanford Street P. O. Box 8042 Dallas 5, Texas Logan 6-5097	Arkansas, Oklahoma, New Mexico, Texas, Louisiana

TELEPHONE STillwell 6-2101 **TELETYPE** NY 4-2816 **WU TELEGRAPH** L I H

REL

RADIO ENGINEERING LABS.
INCORPORATED
36-40 37th STREET, LONG ISLAND CITY 1, NEW YORK

XUM

OHIO U. MEET

Ad Session Set for Oct. 6

CURRENT trends in advertising will be discussed by four of the country's leading authorities in the field at the opening session of Ohio State U.'s advertising and sales promotion conference Oct. 6.

They are: Dr. Virgil D. Reed, associate director of research, J. Walter Thompson Co., New York; Dr. D. B. Lucas, chairman of the department of marketing, New York U.; H. H. Dobberteen, vice president and director of media, Benton & Bowles, New York, and Benjamin S. Katz, president of Gruen Watch Co., Cincinnati.

A discussion period will follow the opening session with William T. Owens of Girdler Corp., Louisville, and Joel Burghalter, Byer & Bowman Advertising Agency, Columbus, as leaders. The conference will be opened by Dr. Kenneth Dameron, general conference chairman. Theodore Brown of Perry-Brown Inc., Cincinnati, governor of the Fifth District, Advertising Federation of America, will extend the district's welcome.

AFA's Fifth District is co-sponsor of the conference with Ohio State U. Also scheduled are a luncheon meeting at which Fred Lazarus Jr. of Cincinnati will speak, and meetings on trends in retail advertising and sales promotion, national advertising and advertising agency management.

WSRS

CLEVELAND

. . . . "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. . . . covering 336 sq. miles.

. . . . Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up . . . WSRS cost per thousand lowest in town, thus the best buy in

CLEVELAND

WSRS

allied arts

RAY BERQUIST named program director Progressive Broadcasting System, Hollywood, new daytime live network. Production department temporarily headquartered at 6233 Hollywood Blvd. until permanent studios available next month.

JOHN EDWARD HELD, assistant editor *Buy-Way*, Crosley Broadcasting Corp. trade paper, named editor.

MONROE MENDELSOHN to statistician in charge of statistics of sampling for Gould, Brown & Sumney Inc., Chicago marketing consultant.

CHARLES KORVIN, GERARD PICK and **GUY de VRY** open office for production of original TV scripts at 66 E. 12th St., N. Y. 3.

ROBERT J. McANDREWS, managing director Southern Calif. Broadcasters Assn., Oct. 12 will speak to Public Relations Group of L. A. Chamber of Commerce on role of broadcasting in their business.

Mrs. DOROTHEA SEALS to Radio Features, Chicago, as merchandising manager from Malcolm-Howard Agency, same city, where she was an account executive and also handled some video production. **MICKIE HARRINGTON,** radio copywriter for Schwimmer & Scott, Chicago to publicity for Radio Features.

CLAUDE McCUE, executive secretary Hollywood office, AFRA, named West Coast executive liaison supervisor for Television Authority. Will act as coordinator for various guilds comprising TVA. New union has opened offices in Guaranty Bldg., 6331 Hollywood Blvd. Phone is Hudson 2-3211. **PETER PROUSE** recently appointed West Coast executive representing TVA.

SYD CASSYD, president Academy of Television Arts & Sciences, on month's trip visiting TV stations around country to study general TV conditions. Stops will include N. Y., Kansas City, St. Louis, Detroit, Chicago, Phila., Washington, Wilmington, Rochester.

GENERAL ARTISTS Corp., Chicago, opens separate TV department for booking talent and packaging. **HOWARD CHRISTENSEN,** band department, named director video operation.

Equipment . . .

ROBERT W. FELBER named sales service manager Stewart-Warner Electric, radio-TV division Stewart-Warner Corp., Chicago. Started with firm in 1945 as engineering draftsman, and later became field engineer and assistant service manager.

R. A. JUUSOLA, supervisor industrial engineering Sylvania Electric Products Inc., appointed plant manager for meld, wire and small parts operations for Parts Division.

ROBERT G. KILGORE, general manager Techno Scientific Co., Yonkers, N. Y., to Reeves Soundcraft Corp., Long Island City, N. Y., as manager government operations.

ROBERT PAXTON, manager manufacturing policy General Electric Co., elected vice president. Succeeded as manager apparatus department's transformer and allied products division by **JAMES M. CRAWFORD,** manager large motor and generator divisions.

T&T RADIO MEASUREMENTS Co., radio engineering consultants, moves to 2559 Atlantic Ave., Long Beach 6, Calif. Phone: Long Beach 4-2015.

ASTRON Corp., East Newark, N. J., issues new capacitor catalogue AC-2, carrying information on dry electrolytics, metalite and listings of standard rf filters of heavy duty applications.

CROWLEY & Co., West Orange, N. J., producing magnetic ceramic cores which, firm claims, will lower production costs of TV receivers.

Technical . . .

DICK SCHOOR, KSON San Diego, and **STEVE HORVATH,** KVLF Alpine, Tex., to KXO El Centro, Calif., as engineer-announcers. **CHARLES GRIM** named chief engineer, replacing **DICK JACOBSEN,** resigned.

FRED TIMM, chief engineer KVER Albuquerque, N. M., to active duty in Marine Corps. **JOE MARQUEZ** succeeds him.

CHARLES HALL, engineer WTMA Charleston, S. C., father of boy, Jerry Randolph.

ROBERT E. BROOKING, KFMV (FM) Hollywood engineer, father of girl, Rita, Sept. 10.

Canada Daylight Time

TO SAVE electric power, Toronto, and probably Hamilton, the two largest cities in Ontario which consume 25% of the electric power used by the entire province of Ontario, will continue daylight saving time to Nov. 26. The Toronto city council voted to continue daylight saving on the plea of Ontario hydro commissioner, Robert Saunders, who stated that electric power consumption is far in excess of expectations, despite new hydroelectric developments which have come into being this year. Toronto is origination point of most network shows in Canada.

PEOPLE'S BUY

24 Daily WWDC Newscasts

PEOPLE'S Drug Stores, Washington, D. C., Maryland, Virginia and Ohio drug chain, has contracted with WWDC, Washington independent, for sponsorship of 24 news broadcasts a day, Monday through Saturday, and five on Sunday [CLOSED CIRCUIT, Aug. 28].

Announcement of the contract, called the largest in Washington radio history for the sponsorship of news broadcasts, was made jointly by C. R. Sanders, advertising director of the 70-store chain; Ben Strouse, vice president and general manager of WWDC, and Wiliam D. Murdock, head of the William Murdock Advertising Agency.

The newscasts will be aired every hour on the half-hour around the clock. WWDC broadcasts 24 hours a day. Twenty-three of the 24 daily newscasts will be five minutes in length with the other a 15-minute news round-up at 7:30 a.m. Sunday newscasts will be five minutes each.

PICTURE WINDOW

KALG View a Feature

THREE-by-eight-foot picture window that faces the street and allows drive-in parking to watch programs in operation, is a feature of studios of KALG Alamogordo, N. M., which recently went on the air.

A loudspeaker outside the window allows the program to be heard. Control room and transmitter are opposite the studio window and drive-in listeners can also see the equipment and control board operator or disc jockey conducting his show.

Manager and engineers of the station are the owners, Norman Lassetter and Louis M. Neale Jr. Other staff members include Floyd Grady, commercial manager; Robert Hoffman, Robert Duran and Charles Savoini, announcers, and Joan Holcomb, receptionist and local news editor. An independent outlet, KALG is licensed for 250 w fulltime on 1230 kc.

GraybaR recommends

Western Electric

SPEECH INPUT EQUIPMENT

The neat, modern-styled 25B is a complete unit design—including table and plug-in cables. It is completely wired for easy plug-in connection. All parts are readily accessible for easy inspection and maintenance.

You can get prompt delivery of Western Electric 25B and 22E Speech Input Equipment *at new lower prices.*

The 25B, broadcasting's most popular speech input console, is a complete AC-operated console-type program production unit for amplifying, controlling, and monitoring programs originated by microphones, transcriptions, remote lines, or equivalent source. It has two main program channels, capable of simultaneous operation on separate programs without interference . . . permits feeding a network program to the AM transmitter while originating a studio program to the FM transmitter . . . or, controlling a TV audio audition or program channel.

The 22E is a portable unit that provides complete amplifying and control facilities for remote programs—and serves exceptionally well as permanent equipment in small broadcast studios. It is designed for fast set-up, is simple in operation, and can be handled easily by one man.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts and figures about this popular Graybar-distributed equipment. Or, if you prefer, send for complete descriptive bulletins on both the 25B and 22E.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.* 5063

When packed, the 22E forms two balanced units. Each case is divided into two compartments. One holds the principal unit, the other accessories.

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, Broadcast (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

XUM

F.Y.I.
(for your information)...

Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

WTHI
TERRE HAUTE, IND.
REP. BY—BOLLING CO.
New York · Chicago · Hollywood

NEW VOICE
Jo Stafford Starts Show

JO STAFFORD, featured vocalist of *Club Fifteen* and *Carnation Contented Hour* on CBS, will launch a new worldwide Voice of America radio program to tell the world about freedom and how it works.

Miss Stafford

The show will be prepared and beamed especially for young people throughout the world to counter the untruths about democracy being broadcast by Communist propagandists. The program will be carried on the Voice of America facilities and via cooperating stations in other countries.

Format of the Jo Stafford show will contain songs by the vocalist as well as feature comments on youth activities in the U. S. Miss Stafford will discuss the opportunities and privileges enjoyed by youth in the free countries of the world and will describe the role to which youth has been relegated in the countries behind the Iron curtain.

Foy D. Kohler, chief of the Voice of America, said of this first regular Voice feature aimed specifically at youth overseas by a Hollywood star: "We welcome this valuable contribution by Miss Stafford . . ."

GROUP around NAB District 8 director, George J. Higgins, WISH Indianapolis, included (l to r): Front row, Martin L. Leich, WGBF Evansville, Ind.; Robert Lemon, WTTS-WTTV (TV) Bloomington, Ind.; Mr. Higgins; Sig Roush, WBOW Terre Haute; C. Bruce McConnell, WANE Fort Wayne. Back row, Robert H. Swintz, WSBT South Bend; Robert Booth Jr. and Joe Jordan, WSAL Logansport, Ind.; Pierre Weis, Lang-Worth.

District 8 Registration

Albright, G. F., WKBV Richmond; Autenrieth, J. W., WKAM Warsaw; Barry, Madeline Mrs., WBOW, Terre Haute; Bartlett, Ray, WTTS Bloomington; Baruch, Ralph M., SESAC Inc.; Bitner, Harry Jr., WFBM Indianapolis; Booth, Robert M. Jr., WSAL Logansport; Brugan, George L., WHDF Houghton, Mich.; Bunnell, Howard, WISH Indianapolis; Burton, Don, WLBC Muncie; Caley, Charles C., WMBD Peoria, Ill.; Chapman, Reid, WISH Indianapolis; Cissna, Norman R., WTTS Bloomington; Coe, Dee O., WWCA Gary; Coffeen, R. F., WLOI La Porte; Craig, W. F., WLBC Muncie; Crary, Art Jr., WTHI Terre Haute.

Doherty, Richard P., NAB; Dolberg, Glenn, BMI; Dupes, Ralph F., WTTH Port Huron, Mich.; Engelbrecht, J. A., WIKY Evansville; Evans, Shirl K. Jr., WXLW Indianapolis; Fairbanks, Wm., WIBC Indianapolis; Fitzgerald, Jim, WWCA Gary; Forbes, Dick, WTHI Terre Haute; Frey, Harry, WBOW Terre Haute; Fullington, M. W., WIRE Indianapolis; Grauel, Hugh M., World Broadcasting System; Greenebaum, Milton L., WSAM Saginaw, Mich.

Hagenah, Gus, Standard Radio, Chicago; Harlow, Roy, BMI; Hart, Lee, BAB; Higgins, George J., WISH Indianapolis; Higgins, Joe, WTHI Terre Haute; Holman, Hal, Hal Holman Co.; Holmberg, C. R., WKAM Warsaw; Householder, Ronney, WJVA South Bend; Jayne, Dan, WELL Battle Creek, Mich; Jeffery, John C., WIOU Kokomo; Joffeen, R. F., WLOI Kokomo; Jordan, (Tiny) Joe, WSAL Logansport; Julian, Bert, WISH Indianapolis.

Keefe, Howard M., Joseph H. McGillvra Inc.; Kennedy, Bud, WTHI Terre Haute; King, Alvin M., Capitol Records; Kolnig, L., MCA; Lamb, Bob, WIBC Indianapolis; Larr, Bob, WTHI Terre Haute; Leich, Martin L., WGBF Evansville; Lemon, Robert, WTTS-WTTV Bloomington; Lindow, Lester W., WFDF Flint, Mich.; Long, Maury, BROADCASTING.

McConnell, C. Bruce, WHBU Anderson, WHOT South Bend, WANE Fort Wayne; McConnell, Robert B., WHBU Anderson; McFall, Don, WTRC Elkhart; Meadows, Dan, RCA; Mertz, William, MCA; Miller, Glenn L., WSAL Logansport; Miller, Justin, NAB; Mills, E. P. Jr., WELL Battle Creek, Mich.; Myers, R. J., WIBC Indianapolis; Ohleyer, Robert, WISH Indianapolis; Park, Dan, WIRE Indianapolis; Parker, Kenneth M., SESAC Inc.; Payne, Albert W., WHDF Houghton, Mich.; Reilly, Bill, RCA Thesaurus; Richards, Robert K., NAB; Richardson, O. E., WASK Lafayette; Rippitoe, William, WBOW Terre Haute; Ronsh, Sig, WBOW Terre Haute.

Scanlan, Marie, WLOI La Porte; Schroy, Audrey, WKBV Richmond; Scott, Bob, WIOU La Porte; Scott, Hoyt H., WLOI La Porte; Searfoss, Willis, WSAL Logansport; Sharpless, Charles, WJVA South Bend; Shuel, Bill J., WIRE Indianapolis; Smith, E. Berry, WIRE Indianapolis; Spencer, Bill, WHOT South Bend; Squire, Burt, BMI; Swintz, Robert H., WSBT South Bend; Swisher, Gerald, AP.

Thayer, Glenn R., WANE Fort Wayne; Thompson, Bill, BROADCASTING; Thoms, Edward G., WKJG Fort Wayne; Tracy, Edwin C., RCA; Van Horn, Glenn, WTTS-WTTV Bloomington; Vaughn, Bill, WFBM Indianapolis; Vernasco, Ted, WFMI, Washington, Ind.; Weis, Pierre, Lang-Worth; Wilson, T. W., Dow, Lohnes & Albertson, Washington, D. C.

WVAM
ALTOONA
FIRST

You're on the **INSIDE** with the **OUTSIDE** audience on **WVAM. ONLY** 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

WARD
JOHNSTOWN
FIRST

HOOPER RATINGS

Time	WARD	B	C
8-12	47.6	25.6	26.1
12-6	37.4	34.5	26.6
6-10:30	39.4	33.5	25.9
Total	40.4	32.1	26.2

Jan.-April, 1950
C. E. Hooper, Inc.

Represented by **Weed** & Company

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

CAUGHT AT NAB District 8 session (l to r): Front row, William F. Rippetoe and Madeline K. Barry, WBOW Terre Haute; Dan E. Jayne, WELL Battle Creek, Mich.; Tom Wilson, Dow, Lohnes & Albertson, Washington. Back row, Joe Higgins, WTHI Terre Haute; J. W. Autenrieth, WKAM Warsaw, Ind.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Dee O. Coe, WWCA Gary, Ind.; William Riley, RCA Thesaurus.

THREE-STATE cluster at NAB District 8 meeting (l to r): Front row, Kenneth W. Church, WIBC Indianapolis; William H. Spencer, WHOT South Bend; Robert K. Richards, NAB; Carl Jeffrey, WIOU Kokomo, Ind. Back row, Glenn R. Thayer, WANE Fort Wayne; Robert McConnell, WHBU Anderson, Ind.; Charles C. Caley, WMBD Peoria, Ill.; Harry M. Bitner Jr., WFBM Indianapolis; Lester W. Lindow, WFDF Flint, Mich.

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BAB SALES AIDS

Hart Gives Tips To Dist. 8

BROADCASTERS have only themselves to blame if they fail to take advantage of the Broadcast Advertising Bureau's sales aids, Lee Hart, assistant director of BAB, asserted Sept. 15 at the windup sessions of the NAB District 8 convention in Indianapolis.

Miss Hart listed BAB's functions in details and exhibited the Bureau's set of selling tools, including a slide film presentation which stations may obtain for local showing. She maintained that while stations must do an aggressive selling job on their own, they would be aided materially by "tuning in" on BAB's knowledge of the basic facts about different types of business.

One of Miss Hart's most valuable tips, delegates agreed, was the information that department stores invariably promote the sale of certain types of merchandise at certain times of the year "whether stocks be up or down." She suggested that commercial managers check back over old newspaper volumes and set up timetables of department store sales, then assign salesmen to make presentations to advertising managers well in advance of sale time.

In response to questions, Miss Hart assured delegates that every BAB sales tool is available to them "in quantity." Some of the mimeographed data can be obtained free of charge, while more costly printed folders and brochures may be procured at cost, she said.

Urges Support

Miss Hart alerted station men as to specific industry campaigns of which BAB has knowledge, and urged those not affiliated with NAB and the bureau to join so as to take advantage of the comprehensive service.

Final meeting of District 8 delegates was addressed by Richard P. Doherty, director of NAB's Employe-Employer Relations Dept. At this closed session, station management got down to fine points with Mr. Doherty, who answered questions regarding specific labor problems.

CORRELLS ON TOUR

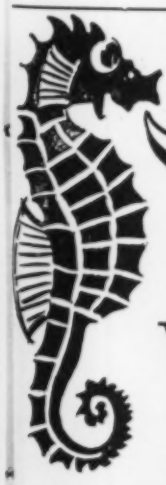
WING Stars Record Trip

FOR the first time in 11 years, Dr. and Mrs. Sidney Correll will be away from the microphones at WING Dayton, Ohio, but during their absence their voices will still be heard over the ABC affiliate.

Featured on the half-hour *Wings Over Dayton* program during the 11 years, Dr. and Mrs. Correll, now on a seven-month tour of Europe, North Africa and the Near East, have taken with them a portable Minitape recorder. They plan to use 45,000 feet of tape on interviews made in the different countries. The recordings will be returned for use on their program.

Dr. and Mrs. Correll on liner's deck before sailing.

Dr. and Mrs. Correll, who are traveling in the interest of the "Youth for Christ Movement," plan to be home in late February of 1951, when they are scheduled to resume their broadcasts.



THE OLD SEA-HORSE SAYS:

No other advertising medium offers - - - "SO MUCH FOR SO LITTLE," May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

waga •tv

ATLANTA

BASIC CBS

Coaxial Connected Sept. 30th

Represented by

THE KATZ AGENCY, INC.

TOM HARKER NATL. SALES REP.

A FORT INDUSTRY STATION

XL STATIONS MEET

Gather With Business and Agency Men

Attentive group at meeting and dutch lunch given by Pacific Northwest Broadcasters, at Finlen Hotel,

* * *

CONTINUING a practice started a few years ago, the XL stations of the Pacific Northwest Sept. 6 opened a series of meetings with retailers, wholesalers, brokers and and agency people in the areas served by the stations.

The first meeting was held at the Finlen Hotel in Butte, Mont., where KXLF is located. Featured speaker was Elmer Wheeler, lecturer and author who has written many books on salesmanship. Subsequent meetings were conducted in each of the towns where XL stations operate.

"We don't try to make any big sales pitch on our XL stations at these gatherings," said E. B. Craney, operator of the XL stations, "but the idea goes a long way toward building good will and sales. The meetings provide fun and instruction and an opportunity to break bread together," he said.

Promotion Material

Material provided for the guests to take home included a booklet citing evidence of the selling power of the XL stations, with excerpts from testimonials of local and national sponsors. A series of surveys conducted by Advertising Research Bureau Inc., Seattle, for local advertisers also are quoted in the booklet.

A buffalo medallion made from Montana copper, bearing the inscription "Montana Vacation Land," and buffalo stickers in mailing envelope were issued by The Montana Boosters, a group of firms and individuals promoting the state.

An illustrated magazine, called *Pacific Playground*, published by Pacific Northwest Broacasters, was also available to the guests. The book, given with the compliments of the firms whose names appeared therein, encouraged the recipient to mail it to some friend outside the Pacific Northwest, to stimulate greater interest in "this magnificent vacationland."

Reprints from *Market of America*, Vol. 14, 1950, carrying an article by H. S. Jacobson, general manager of KXL Portland, Ore., were distributed. Mr. Jacobson points out the untapped market the area offers alert advertisers selling a national product.

Other meetings were held in Bozeman, and Helena, Sept. 7; Great Falls, Sept. 8; Missoula, Sept. 11; Spokane, Sept. 12; Portland, Sept. 13, and the final meeting was held at the New Washington Hotel, Seattle, Sept. 14. The XL stations include KXLY Spokane, KXLE Ellensburg, KXLK Great Falls, KXLQ Bozeman, KXLJ Helena, KXLL Missoula, KXL and KXLF.

GRID TROUBLES

Problems Aired at Meeting

A MOVE to get sportscasters and football game officials "on the same team" for broadcasting purposes was seen last week at a meeting of the New York chapter of the Eastern Assn. of Intercollegiate Football Officials attended by representatives of the N. W. Ayer & Son advertising agency.

The officials, mostly successful business men for whom officiating on Saturdays is a strenuous sideline, heard Les Quailey, who with Robert A. Mortensen represented N. W. Ayer & Son, describe seven trouble spots in sportscasting. It was agreed that these points would be taken up with the association.

Pre-game conferences between sportscasters and officials would do much, it was urged, to solve some of the difficulties. Officials are at the field an hour before game time, it was pointed out.

Objection was made to sportscasters using "dropped the handkerchief" when they mean "dropped the marker," or "signal flag." And some radio men, it was remarked, should be told that all officials are not "referees."

Mr. Quailey's seven points:

1. After a kick for an extra point or field goal, may we say right off whether it's good or bad; and announce any infraction of rules later.

2. Preparation of thumbnail biographies of game officials for the sportscaster's use would add to the broadcast.

3. The official should signal with his arms whether a ball inside the two-yard line is three inches or three feet from the line.

4. When both teams have penalties which offset one another, a special signal from the official is needed.

5. The official should signal *both* choices after the coin is tossed: What team will receive, and what goal the loser will defend.

6. Rules prescribe 1-minute intermission between the first, second, third and fourth quarters, yet some officials cut the periods short. Sportscasters can be sure of 40 seconds or so for commercial announcements only during these periods.

7. To permit commercials where possible during time-outs called by a team captain (always over 40 seconds), the official should indicate who called time out.

Washington Sales

WHOLESALE SALES volume in the state of Washington reached a total of $2,576,417,000 in 1948, a gain of 236% over 1939. This figure should be substituted for the 1948 Wholesale Sales Volume figure of $2,576,417 reported in the "Market Indicators for Washington" table on page 222 of the 1950 BROADCASTING MARKETBOOK. In the same table the 1946 figure on radio families also should be changed to read 630,000.

TULSA SURVEY

Radio Outpulls Newspapers

RADIO outpulled newspapers in attracting traffic to retail stores and and produced twice as many unit sales with three times the dollar volume in sales, according to five clinical surveys conducted in Tulsa by American Research Bureau Inc., Seattle. ★

The surveys were made for KFMJ Tulsa at five Tulsa stores to measure effectiveness of station advertising as compared with local newspaper advertising. Tests were made in mid-summer when radio listening is at a low point.

Stores surveyed were dealers in auto supplies, flowers, used cars and two department stores. Technique was similar to that appointed by ARBI in previous studies [BROADCASTING, June 5, 26].

Commenting on the findings, Lawson Taylor, KFMJ manager, observed: "This brings to mind my long-time contention that we in radio have far undersold the medium. In that respect, it raises the question of whether we would be justified in raising our rates three times the present price. After all, an advertiser buys advertising to sell merchandise now. This survey shows we have done that three times better than the basic retail medium newspapers — basic by habit and custom."

Detailed results of the five-store series of surveys in Tulsa, as reported by ARBI follow:

* * *

	RADIO	NEWSPAPER	BOTH	OTHER	TOTAL
Traffic produced	95	78	48	48	269
% of Traffic	35.3	28.9	17.9	17.9	100
Number purchasing mdse.	53	24	19	20	116
% of Traffic purchasing mdse.	55.7	30.7	39.5	41.6	43
% of Total dollar volume of purchases	42.5	13.1	16.2	28.4	100

In four of the five instances KFMJ produced more dollar volume, and in the fifth case KFMJ produced twice the traffic although accounting for the smaller portion of sales.

Approximately one-fourth of the business produced by KFMJ was from out of town whereas newspaper accounted for less than 10% out of town.

One advertiser had not used any radio advertising for nearly 10 years.

MADISON, WISCONSIN

A Metropolitan City Zone of

113,201 1950 CENSUS

Dominated Day and Night by

WIBA NBC 5000 WATTS 1310 KC

and WIBA-FM 40,000 WATTS 101.5 MC

Represented by AVERY-KNODEL, INC.

DENIES SDG PLEA

To Oust RTDG From Hearing

MOVE BY Screen Directors Guild to dismiss intervention of Radio & Television Directors Guild in current NLRB hearings in Los Angeles over jurisdiction of TV directors at KECA-TV Los Angeles, on charges of "fraud" and "Communist domination," were denied as irrelevant at opening of hearings last week by Eugene Purver, trial examiner.

RTDG had filed unfair labor practice charges against SDG with the local NLRB office, contending that SDG was "employer dominated" and that the latter had "raided" its membership at KECA-TV as RTDG was in the process of contract negotiations.

In a statement to NLRB making the charges, Dick Mack, head of the national RTDG, regretted that the two guilds hadn't gotten together and decided on the proper jurisdiction over TV directors prior to SDG's "sudden request to NLRB for recognition."

The 2½ page SDG affidavit, filed at opening of hearings last Tuesday by Mrs. Mabel Walker Willebrandt, SDG counsel, charged that RTDG had no right to intervene because the national organization of RTDG, which she claims dominates the local chapter of the guild, was not in bona fide compliance with NLRB.

Further charging "Communist-domination," she cited three RTDG members as allegedly being Communist suspect—William Sweets, national board member and former national president of RTDG, who she claims refused to sign a non-Communist oath; Ben Meyers, formerly attorney for American Committee for Protection of Foreign Born and a member of the state advisory board of the International Labor Defense, both labeled "subversive" by Tom Clark, then U. S. Attorney General; Betty Todd, former secretary of the New York section, RTDG, said to have been identified before the House Committee on Un-American Activities as a one-time member of a Communist cell.

BOARDING special train, along with 18 carloads of Baltimore fans, to see the Eagles-Browns game in Philadelphia, are (l to r) Bill Dothard, WFBR Baltimore sales director; John E. Surrick, vice president and general manager, and Nelson Baker, sportscaster for the station. WFBR reported its single-handed promotion of the train resulted in a sell-out after a few days.

ENTER MULTIPLEX

System To Boost FM's Stature Previewed

PROMISING new dollars for FM station owners, Multiplex, a system for multiplying the FM signal load and permitting simultaneous multiple-channel broadcasting, was demonstrated in New York fortnight ago by the Multiplex Development Corp., new firm headed by William S. Halstead.

Employing an "inaudible subcarrier," which existing FM receiver sets will not pick up without an adapter, the new system enables the FM station owner to provide an array of saleable services along with his usual transmissions. It also is adaptable for multiplying the sound transmissions of TV stations.

Using Multiplex the FM station can carry simultaneously a local program, an FM network program, and a subscription program, or any other combination of three broadcasts. Multiplex signals are relayed from station to station easily, making possible the "development of a wide-area communications system of a new type," it was reported.

B. C. Lord of New York, consulting engineer for Multiplex Development Corp., said: "Although stereophonic broadcasting on wire circuits has been done before, Multiplex makes possible for the first time three-dimensional sound broadcasting from a single station." This should improve particularly musicasting, air music, functional music, telemuze, storecasting, and transitcasting, it was said.

The technique permits reception of sound from several points as in a live play rather than just one as in a normal broadcast.. The illusion of being on the spot is heightened.

In the supplementary communications field, Multiplex provides for 15-18 teletype circuits per 3000-cycle band, the same number of telemetering or control circuits, and 3¼ inches per minute of 12½-inch page width facsimile broadcasting.

Also reportedly affected will be war-and-peace emergency communications, and traffic control systems in the larger metropolitan areas. Provision of detailed weather information and other specialized services both to segments of the general public and to planes, ships, and trains via FM stations also is foreseen.

RADIO LAW

Petty Addresses Bar Group

DEVELOPMENTS in radio law and regulation in the last year were reviewed by Don Petty, NAB general counsel, in an address to the American Bar Assn. section on public utility law. Mr. Petty appeared last Monday at the meeting on behalf of NAB President Justin Miller, attending the NAB District 7 meeting at Cincinnati.

Mr. Petty cited the recent Pennsylvania decision (*Felix vs. Westinghouse*) in which a station was relieved of liability for defamation in political broadcasts because the station could not act as censor. Westinghouse Radio Stations Inc. has asked the FCC to modify its rules to cover this situation, applying in the case of an authorized spokesman for a candidate.

Interpretations of Sec. 326 of the Communications Act, covering FCC's restricted control over programming, were reviewed by Mr. Petty. He told the bar group that radio and television are not public utilities, under express provision of the law. He reviewed pending legislation and tax problems.

Robert P. Myers, NBC assistant general attorney, took part in a meeting held Sept. 16 by the ABA section on patent and copyright law.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

CBS

* The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

Joseph Hershey McGillvra INC.

for "TOPS IN SPOTS"

Contact our nearest office

Chicago 185 N. Wabash Avenue
Atlanta Rhodes-Haverty Building
Baltimore 2104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

Respects

(Continued from page 52)

and since joining Le Vally he has become a forceful booster for television as well. Pin him down as to why he is attracted to TV, and he'll say "it has such terrific social implications—let alone commercial appeal."

A native Chicagoan, James George Cominos is the son of a tobacco importer. He grew up on the city's near north side, not far from big Nicholas Senn High School. Dark and well groomed, he set something of a record at "Senn" when he was cast as a lead in a school dramatic production while only a freshman. By the time he was a senior, he had been polished to such a lustre by the school's drama coach, Melita Skillen, that she starred him in a succession of plays staged by her North Shore little theatre group—the Evanston Players.

Shortly after Jim Cominos was graduated from Nicholas Senn and had entered Northwestern U., he began writing, producing, and directing shows for the Evanston Players. During this period, he won what was later to become a highly prized theatrical honor. One of his plays took a first place in Chicago's Goodman Theatre competition over the entry of a theatre group from Woodstock, Ill., whose impresario was Orson Welles.

Rather than take the long road to Broadway or Hollywood, however, Mr. Cominos decided in 1936 to cash in on his stage experience with BBDO. For a year he wondered if he would ever use his dramatic talents.

"I wrote copy, did research, worked on new business, made up presentations, pored over accounting books, and watched layouts being drawn for hours on end," he recalls.

But he now realizes that his "intensive experience," advancing through nearly every department at BBDO that first year, prepared him for broader responsibilities later on. During his second year with the agency, he was promoted to radio and publicity director in the Chicago office. Later, as Chicago continued to grow as a radio origination center, Mr. Cominos was a natural selection to take over production and direction of shows sponsored by such BBDO clients as Household Finance, U. S. Steel, duPont and Hormel.

Yet all of his activities were not confined to Chicago. He often flew to other cities to whip into shape, on short notice, musicals, dramas, quiz shows and other live programs. Incidentally, these flights put him in the running for honorable mention as an airline passenger. He still averages about 40,000 flight miles annually, and can tell of such harrowing experiences as the time he walked away from a serious crash.

During the war, Mr. Cominos rose to captain in the Marine Corps. He returned to BBDO in 1946 as an account executive in New York, but left the agency a year later to join his present employer in Chicago.

Lines Up Experts

His first step as radio and television director at Le Vally was to bolster his department with as fine an array of "specialists" as can be found in any Chicago agency. In fact, he believes his radio-TV staff, as now constituted, is "one of the most exceptional in the country."

Mr. Cominos currently is most active on the account and managerial side of the ledger. Several television accounts command much of his attention, such as Household Finance *(People's Platform);* Frank Fehr Brewing Co., Louisville *(Fehr's Guest Book);* Deepfreeze Appliance Division, Motor Products Corp. *(Cooking Is Fun);* Hamilton Automatic Clothes Dryers; Chicago Electric Mfg.; John Meck Industries, and Scott Radio Labs. He notes that Household Finance was one of the first national advertisers to buy television, as well as Transit Radio.

Management-wise, Mr. Cominos constantly is inaugurating company policies that make working at Le Vally a pleasure. Muzak has been piped into the company's offices, a five-gallon jug of coffee is "on the house" each morning (with sweet rolls added on Friday), and free hospitalization and insurance are provided. Turnover among Le Vally's 60 employes (three times the original roster) is practically nil.

In 1941, Jim Cominos was married to Nancy Watts, daughter of the late John Watts, a top news executive on the *Chicago Tribune* for a quarter of a century. They live on the north side of Chicago where their interests largely revolve about Mr. Cominos' professional contacts.

Mr. Cominos was one of the founders of the Chicago Radio Management Club, and is a member of the Chicago Television Council.

waga
•tv
ATLANTA
BASIC
CBS
Coaxial Connected
Sept. 30th
Represented by
THE KATZ AGENCY, INC.
TOM HARKER NATL. SALES REP.
A FORT INDUSTRY STATION

25 YEARS WITH WEEI
Weatherman Marks Date

E. B. RIDEOUT, whose weather talks have been a feature of WEEI Boston since 1925, last month celebrated his 25th anniversary as the CBS affiliate's staff meteorologist. Highlight of the observance was presentation of an ice cream cake prepared by his sponsor, H. P. Hood Co. (dairy products).

With time out only during World War II, Mr. Rideout's weather forecasts now number over 17,000 and have been continuously sponsored by H. P. Hood. He claims an average of 85% accuracy.

Mr. Rideout (seated) watches as cake is presented by Announcer Phil MacDonald (l) and cut by Jan Gilbert of Harold Cabot & Co. Looking on is Jack Pellen, of Hood's advertising department.

Promoters of important outdoor events have such faith in Mr. Rideout's forecasts that they consult him before setting the dates for their events, according to WEEI.

John Connery

JOHN CONNERY, 74, theatrical and radio actor, died Sept. 13 in Madison, Wis., at the home of his nephew, Harold B. McCarty, general manager of WHA, U. of Wisconsin station. Among the radio productions in which Mr. Connery participated were *Great Plays, The Aldrich Family, Lorenzo Jones, Gang Busters, Texaco Star Theatre, American School of the Air* and *Five Star Final.* Besides his nephew, he leaves a sister.

BROADCAST of all Wichita U. football games, home and away, to be carried by KFH-AM-FM Wichita.

WLAN PETITION
FCC Upholds WORK Increase

PETITION of WLAN Lancaster, Pa., which partly on economic grounds opposed the power increase granted WORK York, Pa., has been dismissed by the FCC.

WLAN had requested reconsideration of the Commission action in granting without hearing the application of WORK to increase daytime power to 5 kw on 1350 kc. WORK continues to use 1 kw at night. WLAN contended "the listening public now served by petitioner's station will be severely injured through the unfair division of available revenues necessary for the maintenance and support of petitioner's station."

WORK is owned by J. Hale and John F. Steinman, who also control WEST Easton and WGAL-AM-FM-TV Lancaster, Pa., WDEL Wilmington, Del., and have substantial interests in WKBO Harrisburg and WRAW Reading, Pa.

WLAN further alleged, according to FCC, "that the Steinman brothers, through their control of the only daily newspapers in Lancaster and their broadcast interest have formed a combination to restrain competition and through monopoly will deprive petitioner of essential revenues." However, FCC concluded nothing was presented in the WLAN petition to sustain such allegations.

FCC noted York and Lancaster were two different cities and hence discounted WLAN's claim that the principle of the *Sanders Bros.* case was applicable. The *Sanders* case provides FCC may consider economic effect within a single community. FCC also said it was not necessary to consider the applicability of its multiple ownership rule (Sec. 3.35) to WORK and WGAL and WKBO, as also requested by WLAN.

AIMS Meet Set

FALL meeting of the Assn. of Independent Metropolitan Stations will be held Oct. 16-18 at the Lennox Hotel in St. Louis, it was announced last week by William E. Ware, president, KSTL St. Louis, the host station.

CALL DON COOKE FOR
COMPLETE
COVERAGE
WASHINGTON, D.C.
WEAM
MUTUAL
5000 WATTS

ALONGSIDE WJR Detroit's mobile unit, used in the two-week campaign to take Crusade for Freedom scrolls to various centers throughout the city, a young Detroiter signs the first scroll as Worth Kramer (l), vice president and general manager of WJR, and Victor G. Reuther, UAW-CIO educational director, look on. WJR carried the unit's itinerary on its newscasts.

ARMY COURSE
Record Ft. Ord Experiences

SOLDIERS completing the Army's rugged infiltration course at Fort Ord, Calif., are having their experiences recorded for overseas broadcast through efforts of the "team" of Cpl. Arthur M. Suchesk, USAF, Armed Forces Radio Service, and Cpl. Roy Sims of Fort Ord's public information office.

Cpl. Suchesk, radio engineer with the AFRS shortwave section, Los Angeles, arrived at Fort Ord with some 30 newsmen, as a guest engineer to work with Cpl. Sims. The pair combined their efforts to tape-record interviews with the soldiers.

A 110-volt generator—in Army nomenclature PE-95-G—made completely portable a PT-6-P three-channel amplifier Magnecorder set-up on back of an Army weapons carrier. Tapes made during the day are edited for AFRS broadcast to troops overseas. In addition, specialized programs for local station use also are taped on the recorder.

Oberfelder Address

THEODORE I. OBERFELDER, ABC director of advertising, promotion and research, will speak on radio and television research at the ninth annual luncheon given by the Pulse Inc., audience research organization, Oct. 25 at New York's Biltmore Hotel.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

VOICE NAMES
Pfeiffer, Nalley Get Posts

FOLLOWING on the heels of the recent expansion bill approved by the Senate for Voice of America, comes announcement of two State Dept. appointments to head divisions of the Voice.

Timothy A. Pfeiffer, formerly of Robert College, Istanbul, Turkey, and American U., Beirut, Lebanon, has been appointed chief of the Turkish unit. Mr. Pfeiffer will direct, write and edit all Voice of America programs for Turkey, scheduled to be 30 minutes daily of news, features and music.

John A. Nalley, former director of United States Library Service, Djakarta, Indonesia, has been named acting chief of the Indonesia unit of the Voice. The 15 minutes daily of news and music which will compose the Indonesian broadcasts will be handled by Mr. Nalley as director, writer, and editor for that area.

GERMAN RADIO
Exhibit Joined by RIAS

RIAS Berlin took part in the "German Radio Exhibition 1950" at Duesseldorf, in what is described as the first large-scale western German radio exhibition to be held since the war, according to the office of the U. S. high commissioner in Western Germany.

The exhibit, held Aug. 18-27, outlined the history of radio in general, emphasizing the work and achievements of German radio. RIAS displayed a stand including a scale model of a transmitting mast and a map of Germany showing the "targets" of the outlet's broadcasts.

RED WHITE RED network, Vienna, Austria, presenting reportedly first live radio dramas before studio audiences.

FCC actions

SEPTEMBER 15 TO SEPTEMBER 21

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 15 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

WIKC Bogalusa, La.—CP AM station to change from 1490 kc 250 w unl. to 1290 kc 1 kw-D 500 w-N DA-N AMENDED to request DA-2.

AM—1090 kc

WNOE New Orleans, La.—CP AM station to change from 1060 kc 50 kw-D 5 kw-N DA-2 to 1060 kc 50 kw-D 25 kw-N.

License Renewal

Request for license renewal AM station: KSJO San Jose, Calif.; WALB Albany, Ga.; WRMN Elgin, Ill.; WCBC Anderson, Ind.; WGIV Charlotte, N. C.; KAST Astoria, Ore.; WACB Kittanning, Pa.; WACO Waco, Tex.

Modification of License

WKBI St. Mary's, Pa.—Mod. license AM station to change name from Kenneth E. Rennekamp and Cary H. Simpson, partnership d/b as Elk County Bcstg. Co. to same partners d/b as Elk-Cameron Bcstg. Co.

Modification of CP

KUMO Columbia, Mo.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WAFM Birmingham, Ala.; WBIB New Haven, Conn.; WGNR-FM New Rochelle, N. Y.; WDSU-FM New Orleans; WMOX-FM Meridian, Miss.; WARD-FM Johnstown, Pa.

WCBS-TV New York—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1290 kc

KJEF Jennings, La.—Mod. CP new AM station to change from 1290 kc 500 w-D to 1290 kc 500 w unl. DA-N.

September 18 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

WCOC Meridian, Miss. — Dismissed petition to intervene in proceeding re application of Harold L. Sudbury, KLCN Blytheville, Ark.

Rock City Bcstrs., Little Falls, N. Y.—Denied request that Commission change place of hearing from Washington, D. C. to Little Falls and Herkimer, N. Y. in proceeding re application and that of Robert Harvard Dye.

WLEA Hornell, N. Y.—Granted leave to amend application so as to show revised DA, to change answer to Section 2, Page 4, Table 2 and Exhibit 1 of application to show that John S. Booth has assigned all of his right, title and interest in WCBA Corning, N. Y. to Wellsboro-Corning Bcstg. Adv. Inc., and for removal of application, as amended, from hearing docket.

By Examiner J. D. Bond

WELS Farmers Bcstg. Service, Inc. (Formerly Commonwealth Bcstg. Corp.) **Kinston, N. C.**—Granted continuance of hearing, now scheduled for Sept. 19, in proceeding re application and that of WFTC Kinston, N. C.; hearing continued to Nov. 20 at Washington, D. C.

By Examiner Fanney N. Litvin

KLCN Blytheville, Ark.—Granted indefinite continuance of hearing on application now scheduled for Sept. 22, in Washington, D. C.; hearing continued without date until further order.

Carl H. Meyer, Streator, Ill.—Granted leave to amend application to increase daytime power to 500 w, change type trans and location of main studio, specify new ant. site and make such other changes in his application as are necessary to conform his application to changes suggested hereby. Application as amended, removed from hearing docket.

By Examiner Leo Resnick

WOOK Silver Spring, Md.—Granted in part petition for indefinite continuance of hearing in proceeding re application. Hearing now scheduled for Sept. 18 was continued to Dec. 18 in Washington, D. C.

September 18 Applications . . .

ACCEPTED FOR FILING

AM—1570 kc

Pratt Bcstg. Co., Pratt, Kan.—CP new AM station 1230 kc 250 w unl. AMENDED to request 1570 kc 250 w D.

AM—930 kc

KWOC Poplar Bluff, Mo.—CP AM station to change from 1340 kc 250 w

(Continued on page 86)

North Jersey Reporting!
THERE'S ONLY ONE WAY TO REACH THIS QUALITY MARKET . . . DOUBLE POWER OFFERS INCREASED COVERAGE AT MODEST COST. SPECIAL INTEREST - EVENTS — NEWS PROGRAMMING GUARANTEE LOCAL IMPACT. LET US SEND YOU THE COMPLETE REPORT.
WMTR
NOW 1000 WATTS
STUDIO: MORRISTOWN, N. J.

BORKON SUES

WHOD, Halberstam for Libel

LIBEL suit for $200,000 has been filed against WHOD Homestead, Pa., and Leiser Halberstam, former conductor of Jewish programs on WHOD, by Louis Yale Borkon, Jewish publisher and editor in the Pittsburgh area.

Seeking compensatory damages of $100,000 and punitive damages of like amount, the suit was entered in the Common Pleas Court of Allegheny County. It alleged that WHOD aired programs by Rabbi Halberstam in late July in which "false," "defamatory" and "scurrilous" remarks were "directed unmistakably at plaintiff" although Mr. Borkon was not specifically named.

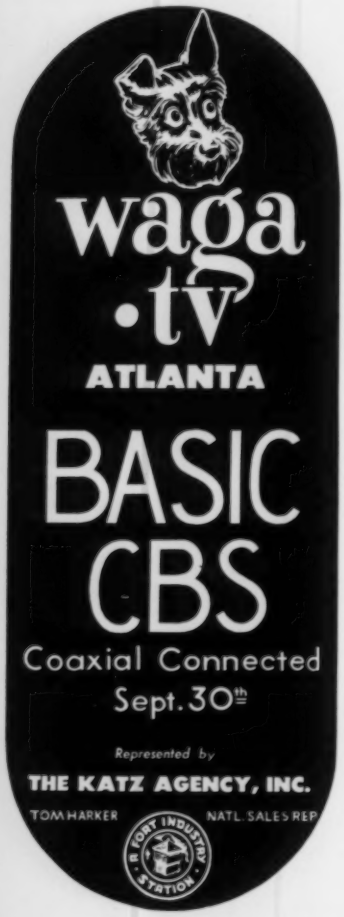
The charges have been denied in all respects by Roy Feree, general manager of WHOD, a 250-w daytime outlet on 860 kc licensed to Steel City Broadcasting Corp.

Mr. Borkon from 1923 to 1949 published and edited the weekly Yiddish language paper, *Jewish Leader*, in Pittsburgh and now publishes the monthly English language *Jewish Pictorial Leader* there. In his suit he claimed he had established a "reputation of eminence as a leader in Jewish affairs . . . and in many fields of Jewish endeavor and culture" in Pittsburgh and elsewhere.

Mr. Borkon told the court that friends had complained about the WHOD Jewish program which he subsequently monitored and found objectionable. Since WHOD was inviting comment on the program, he stated he wrote and "protested the character and content of such broadcasts as being unrepresentative of accepted Jewish life and offensive to Jewish taste."

Because of his letter, Mr. Borkon charged he was subjected to personal attack over the air. Although not mentioned by name on the broadcasts, Mr. Borkon alleged that listeners were invited to telephone WHOD for identity of the person involved. Mr. Borkon charged "many persons contacted" WHOD and were told it was the plaintiff.

Mr. Feree told BROADCASTING that for every 150 to 200 letters WHOD received complimenting the program, only one complaint was received.



CHICAGO BEARS

Standard Oil Sponsors Games

TWELVE regular season games of the Chicago Bears professional football team are being sponsored by Standard Oil of Indiana on 15 Midwest stations. In addition, SO will buy all regular-season football games of the universities of Colorado, Iowa, Michigan, Minnesota, Nebraska, Wichita and Wisconsin.

Stations carrying Bears games are:

WIND Chicago; WDZ Decatur, Ill.; WOKZ Alton, Ill.; WBIW Bedford, Ind.; WTTS Bloomington, Ill.; KBUR Burlington, Ill.; WGIL Galesburg, Ill.; KXIC Iowa City, Iowa; WSAL Logansport, Ind.; WBAT Marion, Ind.; WQUA Moline, Ill.; WIRL Peoria, Ill.; WMAY Springfield, Ill.; WKID Urbana, Ill.; and KWWL Waterloo, Iowa. Stations carrying the university football games locally will be KOA Denver, WHO Des Moines, WJR Detroit, WCCO Minneapolis, KFAB Omaha, KOLT Scottsbluff, Neb.; KFH Wichita and WTMJ Milwaukee.

MGM ATTRACTIONS

New Additions, Renewals

MGM Radio Attractions has announced addition of 10 new subscribers and renewal of three contracts.

New subscribers are: KIMA Yakima, Wash.; WDBJ Roanoke, Va.; WHUM Reading, Pa.; WRDW Augusta, Me.; CHAT Medicine Hat, Alta.; CFAR Flin Flon, Man.; CFNB Fredericton, N. B.; CFPL London, Ont.; CJRL Kenora, Ont. Renewals: WCVS Springfield, Ill.; KELD El Dorado, Ark., and KFOR Lincoln, Neb.

'Town Meeting' Tour

SIX-WEEK TOUR of U. S. Air Force bases in the U.S. and Alaska by George V. Denny's *America's Town Meeting of the Air* (ABC, Tuesday, 9-9:30 p.m.) has been announced by the Defense Dept. in Washington. First broadcast was Sept. 19 at Mather Air Force Base, Sacramento, Calif. In addition to the broadcasts, Mr. Denny is to be available for consultation with Air Force information and education officers at the bases, it was announced.

ANNOUNCER HURT

Still Stresses Safety

AFTER stressing safe driving on his early morning disc show for the past five years, Dick Alford of KXLR N. Little Rock, Ark., now can tell of the needlessness of automobile accidents from first hand experience.

Mr. Alford received a serious neck injury in an automobile accident recently. Despite the injury,

As his daughter Marian Carole looks on, Mr. Alford broadcasts from his living room.

he went back on the air five days later from the living room of his home.

He explains that there are three reasons for his doing this: "(1) To keep from losing that money; (2) you can lose a radio audience darn quick if you don't stay on the air, and (3) I want to tell the people just how much you have to go through."

BETTER LIVING

WNAX Holds Third Contest

THIRD annual farm improvement contest sponsored by WNAX Yankton-Sioux City is nearing its finale. Winner of the 1950 Farmstead Improvement Program—a Wilkin County, Minn., farm family couple—to represent that state has been announced. The winning couple receives $1,000 in merchandise provided by the station. Some 30 runners-up in the state were awarded $50 each.

Over the period of three years, WNAX estimates it has paid out $40,000 in prizes as stimulants to its campaign to improve the standard of living on farms. This year alone, 1,690 families, representing 243 counties in Minnesota, the Dakotas, Nebraska and Iowa, will receive awards.

Final celebration will be held in Sioux City's auditorium Oct. 27 at which time all winners from the five states will receive their prizes. Overall awards of $2,000 and $3,000 will go to farm families entered in the last two and three years of the contest who have made the most of improving their living conditions. Network shows will originate from the auditorium and other entertainment will be provided. Cooperating with WNAX are the state extension services of the five states involved.

MICH. ASSN.

Annual Meeting Nov. 10-11

SECOND annual meeting of the Michigan Assn. of Broadcasters, numbering 56 stations, will be held Nov. 10-11 at the Hotel Olds, Lansing.

A highlight of the session will be a statewide broadcast of a 1½-hour show the evening of Nov. 11, "telling and selling our great radio industry here in Michigan." Other activities scheduled include a luncheon address, business sessions, banquet and attendance at the Michigan State-Minnesota football game Nov. 11.

MAB officers are as follows: Stanley Pratt, WSOO Sault Ste. Marie, president; Howard Finch, WJIM Lansing, vice president; Worth Kramer of WJR Detroit, Milton L. Greenebaum of WSAM Saginaw, Willis Dunbar of WKZO Kalamazoo, and Edward Baughn of WPAG Ann Arbor, all directors, and J. P. Scherer, WHFB Benton Harbor, secretary. Mr. Scherer has charge of reservations.

CANADA RATINGS

'Twenty Questions' Tops

FOUR AMERICAN network programs only are listed in the August national ratings for Canada report of Elliott-Haynes Ltd., Toronto, released Aug. 12. *Twenty-Questions* led as the most popular evening program in Canada for August, with a rating of 12.1, followed by *Pause That Refreshes* 11.2, *Contented Hour* 9.1, and *Mystery Theatre* 9.

First five daytime programs in August, out of 13 listed, were *Big Sister* 12.2, *Ma Perkins* 11.8, *Right to Happiness* 10.8, *Pepper Young's Family* 10.4, and *Road of Life* 9.7.

French-language programs for August were led in evening time by *Jouez Double* 13.4, *La Route Enchantee* 12.6, *Cafe Concert* 9.7, and *Contes de Chez-Nous* 7.8. Daytime French-language shows were led by *Rue Principale* 19.1, *Jeunesse Doree* 19, *Tante Lucie* 16.8, *Maman Jeanne* 16.8, and *Quart d'Heure de Detente* 16.4.

WMRY New Orleans to carry complete schedules of Xavier U. and Dillard U. football games. Both are Negro institutions.

SOUTH CAROLINA'S SUPERMARKET
HAS 40% of S. C.'s GENERAL MERCHANDISE SALES
MAKE IT YOURS WITH WFBC
GREENVILLE, S.C. - 5000 WATTS
The News-Piedmont Station
NBC For Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

XUM

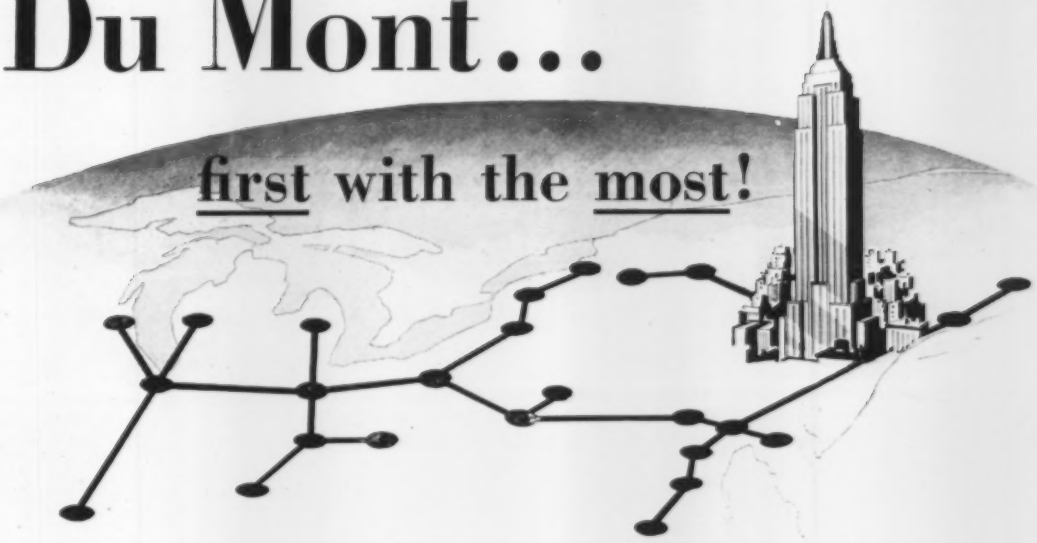
SEPTEMBER 25, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Du Mont...

first with the most!



Yes, in all interconnected cities outside New York covered by The Pulse Reports*—Du Mont programs ranked first in audience most of the time.

Here is real proof of Du Mont network program popularity. Examine those interconnected cities outside New York covered by The Pulse Reports where there is more than one television station. You'll see that on the average nearly two-thirds of all Du Mont Network time periods rated first in audience. Specifically, 62% of all Du Mont programming is first in Pulse rating!

Spectacular as this may seem, it is the inevitable product of Du Mont pioneering. Remember Du Mont built the first television network. The Du Mont 60-station network covers 99% of America's telesets. And Du Mont program research gives you larger audiences at lower production costs. Network or local, programs or spots—you'll get more out of television with Du Mont.

60 STATIONS TELEVISION DUMONT NETWORK THE NATION'S WINDOW ON THE WORLD

A Division of the Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

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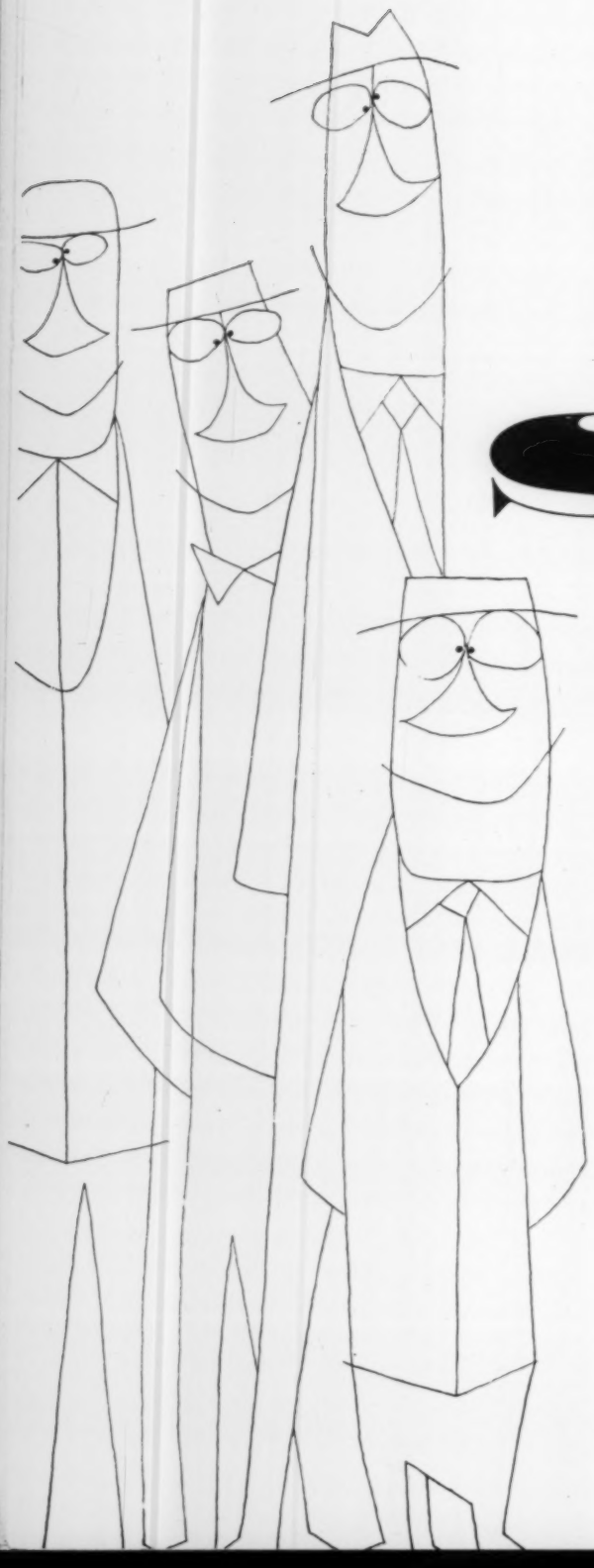
*The Pulse, Inc., July, 1950



S.R.O.

Standing Room Only—means the show's a hit!
And it's beautiful, *beautiful* at the box office! Here at KTTV we've hung out the SRO sign to stay. Our program schedule is jampacked with talent from beginning to end—CBS-TV stars like Godfrey, Sullivan, Murray, and sponsors like Chesterfields, Lincoln-Mercury, and Budweiser. And the schedule is interlaced with local shows of equally strong impact—like Los Angeles' only TV newsreel presenting local and international news on the same day of occurrence, prepared by a 12-man full-time staff at the Los Angeles Times... including KTTV's own newsreel correspondent in the Far East. Advertisers realize that KTTV's SRO schedule means SRO sales for them. If you don't mind crowds, you'll want a place on KTTV yourself. Ask us or Radio Sales.

KTTV

Los Angeles Times · CBS Television

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

SEPTEMBER 25, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

SET MAKERS' DILEMMA

Sept. 29 Answer Said Impossible

MOST makers of TV receivers will be physically unable to comply with the FCC's request that they agree by Sept. 29 to start including bracket standards in all sets produced after a date in early November.

That's the way the color controversy stood at the weekend, judging by views of many large and small set manufacturers who have been studying the Commission's proposal to build all sets so they can receive CBS color in monochrome.

Radio-Television Mfrs. Assn. refused to take any action as an association, as suggested in the FCC's Sept. 1 color TV report [BROADCASTING, Sept. 4].

The RTMA board met last week in New York. Its stand was taken on recommendation of the RTMA TV Committee, which had opposed joint association action on recommendation of counsel [TELECASTING, Sept. 18].

With FCC's deadline only a few days off, many manufacturers threw up their hands in despair as they continued efforts to extract from technical and statistical experts at least a few general recommendations on circuitry and economic aspects of bracket receivers.

At the weekend, unofficial manufacturer attitude seemed to boil down to rather general willingness to go along with the FCC as far as possible by building limited quantities of receivers capable of picking up CBS color in black-and-white. The technical and distribution problems are staggering, some contended, but they are willing to give it a try.

Supply and Demand Question

Regarded as highly important in the industry was the oft-expressed feeling that these bracket receivers, which may cost anywhere from $10 to $100 additional, must face the law of supply and demand. If the public wants such sets, and will buy them, the manufacturers will be most happy to make them as fast as production lines can operate, it was indicated.

The immediate problem of meeting FCC's Sept. 29 deadline was considered insoluble by many manufacturers, judging by informal opinions voiced at the RTMA fall meeting last week. RTMA itself, however, notified the FCC that it "has never attempted to, and cannot require its members to build, or refrain from building, particular sets or sets of particular capabilities."

RTMA made known its hands-off policy in a letter to the FCC, signed by RTMA President Robert C. Sprague. The association said the decision of manufacturers "must be left to the individual determination of each manufacturer."

Text of the RTMA letter follows:

The "First Report of Commission (Color Television Issues)," after proposing the adoption of bracket transmission standards and a postponement of an ultimate color decision, requested set manufacturers to submit, by Sept. 29, 1950, a statement as to whether they would at a specified time thereafter (presumed to be about Nov. 10, 1950) build all television sets so as to be capable of operating within the brackets. Certain language of the Commission's report, particularly paragraph 152, suggests that the Commission may have believed that the RTMA should, as a group, provide the Commission with the answer as to whether its members would, or would not, build sets to reflect bracket transmission standards.

The association has never attempted to, and cannot, require its members to build, or refrain from building, particular sets or sets of particular capabilities. So far as this association is concerned, the decision whether to build sets incorporating bracket standards must be left to the individual determination of each manufacturer. We are so advising all members of our set manufacturing division by sending them a copy of this letter. Response to the Commission by Sept. 29, 1950, is left to the members individually.

At the same time, the association desires to be as helpful to the Commission as possible in providing information. It reproduced and forwarded to its membership, promptly and without comment, the entire text of the Commission's report. It is understood that appropriate panels of the National Television System Committee are responding to the Commission's request that interested parties submit comments on the bracket transmission standards as contained in its Notice of Proposed Rule Making by supplying certain technical data and information of the type which has customarily been furnished the Commission in the past. If there is anything further the Commission feels that the association can do in cooperating with the Commission, we will appreciate being advised.

RTMA officials refused to discuss the association's viewpoint other than to explain that it must take a hands-off attitude in view of anti-trust and other legal aspects. Individual manufacturers, however, spoke freely and often violently about FCC's color threat.

Compatibility Urged

Most of them said they weren't concerned about what color system the FCC adopted so long as it didn't render present receivers obsolete or wreck the market for set sales. They indicated they would cheerfully make anything the public demanded in a TV set, whether beverage dispenser, electric fan or CBS polychrome picture.

But there was a vast silence among most of those asked if they would accede to the FCC's request for a decision by Sept. 29 on con-

(Continued on page 72)

NETWORK ALLOCATIONS

Impasse Hit

ATTEMPTS to reach a compromise among the four television networks in their requests for time allocations on AT&T network facilities were revived last week without apparent success.

The schedules now under discussion must go into effect Sept. 30, the date of expiration of present network allocations on AT&T facilities, but despite the nearing deadline the gap between the demands of CBS and NBC on one hand and ABC and DuMont on the other appeared to be as wide as ever.

Representatives of the four networks met under the aegis of the AT&T Wednesday in New York. But they reportedly left the meeting no nearer an agreement on the basic system of allocating the valuable time.

One procedure to which they did agree was to submit what each believed to be its minimum requirements. Whether these new requests would provide a more favorable atmosphere in which to effect a compromise was not known, but it appeared doubtful that any of the networks would stray that far from their original positions.

There is wide divergence between the demands of CBS and NBC on one side and ABC and DuMont on the other. CBS and NBC, enjoying favorable affiliation contracts in many markets, have insisted that the allocations be made on the basis of what network programs the stations wish to take. Since both of these networks are in position to provide affiliates with heavy commercial schedules, and since many of their affiliates, in turn, must carry considerable network time in order to recover appreciable revenue from the networks, the allocation of AT&T facilities on the basis proposed by CBS and NBC would, in the opinion of ABC and DuMont, deprive the other two networks of improving their commercial schedules or their affiliation line-ups.

Boston Problem Typical

A good example of the general problem is Boston, where NBC has a primary affiliation with WBZ-TV and CBS has such an agreement with WNAC-TV. To realize maximum revenue from their network contracts, WBZ-TV must take a preponderance of NBC commercial programming and WNAC-TV a heavy percentage of the commercial shows offered by CBS. Since these are the only two stations in Boston, ABC and DuMont stand little chance of including that market in station line-ups they offer to sponsors, if AT&T allocations are made on the basis proposed by CBS and NBC.

The basic contention of DuMont has been that all four networks should be entitled to an equal chance to deliver programs into any market and that AT&T should allocate its facilities among the four indiscriminately. DuMont, it has been reported, points out that if AT&T allocations were made on a basis of equality among the networks, those networks which did not succeed in lining up sponsors or stations acceptances to fill their share of the facilities time would relinquish the unused part.

This argument is opposed by CBS and NBC on the grounds that such a situation would provide an artificial and arbitrary handicap to the networks which have got off to a head start commercially.

ABC's argument has to some extent followed that of DuMont, although ABC has not sought a blanket division of facilities on the basis of 25% to each network

(Continued on page 82)

XUM

Hollywood Bread

National Bakers' Spots Exploit 'Trimness' To Women

THIS IS A SPONSOR! Mrs. Eleanor Hansberry of Chicago displays Hollywood Bread, a product of National Bakers Service, Chicago, of which she is president. The low-calorie bread was developed 14 years ago after Mrs. Hansberry grew weary of her women friends lamenting they were overweight.

* * *

HEESECAKE, served by radio and television, is selling Hollywood Bread. National Bakers Service, Chicago, which owns the name and formula for Hollywood Bread, spots time on more than 150 AM stations and on 17 video outlets.

"We are increasing our spot schedules all the time," says Charles Byron McDaniel, vice president and director of advertising.

Although radio commercials have been used to plug the low-calorie wheat bread for 10 years, television was used for the first time last November. Heretofore, National Bakers Service has relied on radio, newspapers and point-of-purchase displays locally. A few trade and consumer national magazines are bought from time to time to establish the name.

Results have been so "startling" in the first eight months of TV sponsorship that many areas now use more TV than anything else. "In fact, a lot of our bakers and their salesmen are asking that we cut out newspaper budgets entirely and divert that money to television," says Mr. McDaniel.

Firm Gives 50% of Its Share For Local Advertising

National Bakers Service buys all advertising, using agencies when the local bakery has one. Owner of the formula for Hollywood Bread, National Bakers issues franchises to leading bakeries in each market for 99 years without charge and supplies the recipe. The bread is baked and sold locally, and the formula-owner gets a specific amount of money for each loaf baked. Of this sum, 50% is returned to the area for local advertising. About $1 is returned for advertising for every $100 worth of bread sold. Eighty franchiseholders are spotted throughout the states, Canada, Alaska and Hawaii, and Mr. McDaniel is negotiating now for distribution in Mexico and Cuba.

The same theme is used in all media, and suggests that women identify themselves with Hollywood stars by trimming off pounds. The bread, a 60% wholewheat mixture, has no animal fats and is a special compound of eight hydrated vegetable flours and seven milled wheat flours. The packaged slices are ultra-thin. Advertisements feature Hollywood stars, but do not include straight testimonials. The calorie content of the bread is mentioned, with suggestions that women eat the bread as a supplementary feature of a food diet and body exercise.

The product was developed 14 years ago by Mrs. Eleanor Hansberry of Chicago, who decided some kind of bread should be available to women wanting to lose weight. A housewife, Mrs. Hansberry was lunching one day with a group of women friends, who lamented that they couldn't eat any kind of bread on their diets.

Working with chemists and bakers for more than a year, Mrs. Hansberry hit upon the formula for Hollywood Bread. She established National Bakers Service, issued franchises and began an advertising campaign which stressed the non-shortening recipe and use of the bread as a supplement to a calorie diet.

Radio and TV spots offer a booklet, "Hollywood Diet and Calorie Guide," without charge to anyone requesting it. When mail returns are analyzed, the parent office can determine mathematically just how strong each type of advertising is in each area. Recent requests for the booklet were postmarked Washington, D. C., and came from two ambassadresses, the company reports.

Although radio and television get a large proportion of the advertising budget in each locality, no one medium gets the entire amount. Media are alternated until a profitable advertising formula is found. Radio-wise, minute spots and station breaks are bought in more than 150 markets. Plans are being made now for a new series of six one-minute electrical transcriptions featuring indirect sanctions of the product by six Hollywood stars. The radio campaign, a continuing one, frequently calls for seven spots daily on one or more stations in each city.

TV Spots Expanded To 17 Markets

Although TV was used for the first time last November in Minneapolis, the list has expanded to include 17 stations in Washington, New Haven, Johnstown, Cleveland, Philadelphia, Baltimore, New York, Lancaster, Boston, Providence, Wilmington, Milwaukee, San Diego, Toledo, Columbus, Ames and Charlotte. TV spots are being added as time becomes available, although until now only about four commercials have been used in any market in one week.

National Bakers Service has completed two one-minute film commercials, featuring Starlets Lois Collier, television's "Miss Emmy of 1950," and Elyse Knox. A third is in final stages of production. Twenty reprints of the second series are being released now, and film spots eventually will replace all live and slide commercials.

The firm attributes numerous sales successes to video. In Minneapolis, for example, sales of Hollywood Bread showed an overall increase of 122% in the six months from Jan. 1 to July 1 as contrasted with last year. In 1949, radio was used almost exclusively, with a few point-of-sale displays. This year, radio was favored with 64% of the Minneapolis budget, and TV got the rest.

A 20% increase was reported in Milwaukee for the same period. Last year the vast majority of the ad money went to newspapers. This year television was used also, and was so successful that only television was bought in April, May and June. In Cleveland, radio and newspapers were bought the first six months of last year, television and papers this year. Sales were up 114%.

And, although Akron, Ohio has no television station, National Bakers credits sales hikes there to TV. Last year and this, most of the money went to local papers, yet 1950 sales soared 77% the first six months. Company advertising men think the reason is that Akron people are watching television transmitted from nearby Cleveland.

Mr. McDaniel, one-time commercial artist who also worked as advertising manager for Three Sisters chain stores, places TV advertising on every available station when the product is introduced in a market. Schedules are revised every four weeks on the basis of sales, and are made up two or three weeks in advance. Actual buying is done by Mrs. McDaniel, the former Sidonia von Kessell, who directs all media.

* * *

HOLLYWOOD stars Mona Freeman (l) and Lizbeth Scott chat on location with Charles Byron McDaniel, vice president and director of advertising for National Bakers Service.

NET PRACTICES

FCC Reviewing DuMont 'Suggestions'

INDICATION that FCC is reviewing contractural and other relations between television networks and station licensees—including their possible effect of restricting programming and advertising—was made plain last week in the Commission's reply to Allen B. DuMont Labs.' request for FCC intervention in settling the current conflict in allocating coaxial cable time (see story page 69).

In FCC's reply to the DuMont letter, both made public last week, the Commission stated the DuMont "suggestions concerning relations between television networks and station licensees are receiving consideration and you will be advised with regard to any action the Commission may take in the matter."

The DuMont letter, dated Aug. 29, claimed the "individual licensee can be deprived of all liberty and freedom of action" by the "confinement of cable facilities to a single network with resultant destruction of network competition."

It suggested "for consideration as a practical solution an interpretation by the Commission to the effect that no licensee may agree to present programs of a single network for more than two hours within the preferred period for network broadcast (8-11 p.m.) unless the balance of its time within those periods has been tendered in such order as the licensee may desire to the remaining three national networks." All time outside the two hours also might be used for local broadcasts, DuMont said, encouraging "utilization of licensee facilities to meet the tremendous demand by local advertisers at full card rates."

Reasons Given

DuMont criticism of current business practices was revealed in an outline of basic reasons it held responsible for breakdown of the cable allocation negotiations. These reasons, given AT&T by memorandum earlier, were related to FCC for its review as follows:

1. The recognition by the telephone company of requests for cable time allocations by others than bona fide networks rendering national program service.
2. The contention of NBC, supported partially by Columbia, that it is correct for a network to utilize its established affiliation agreements and other economic relationships with licensed broadcasters to commit firmly all or most of its desirable hours for television broadcast and then insist upon allocation by the telephone company based upon contractural agreements of the licensed affiliates.
3. Prior assurances to licensees that one or another net would have cable allocations during the preferred periods for broadcasting and, therefore, that time for other net programs would be unattainable.
4. Types of network contracts which call for a large number of periods of "free" time from affiliates prior to the commencement of payment by the networks to the affiliates for the use of their facilities, thus compelling local broadcasters to concentrate on a single network if they are to obtain any compensation. (This method is not applicable to DuMont which pays for the first hour.)
5. A policy of pre-agreement on waiver of allocated time between networks under which one network would be preferred on a certain circuit leg and the agreeing network would place only selected programs on that leg, the process being reversed on other legs.

DuMont further told the Commission there are "many other program continuity relationships, combined standard broadcast and television agreements, and equally forceful economic pressures, the result of which would be to preclude satisfactory program service except by NBC and possibly by Columbia."

The letter explained these practices "are not attributable solely to the desire of particular networks to secure a substantial monopoly of the intercity facilities. There may exist, for many reasons, long standing agreements with respect to the use of programs by several nonrelated broadcasters located on the same coaxial cable."

"Under the thesis above stated," DuMont continued, "such a group of broadcasters, with or without consultation with a network, could enter into agreements with regard to the network and programs preferred so as to exclude other stations on the same cable and so as to preclude the use of the facilities by competitive national advertising desiring entry into the market served."

Legislation Necessary

DuMont observed that "remedy by legislation granting the Commission complete jurisdiction over networks, particularly with respect to monopoly, may be necessary but is impractical at the moment." The letter stated it would appear FCC has sufficient jurisdiction through tariff regulations to break the cable allocation deadlock, which it considered the immediate need.

DuMont, however, concluded "a far greater need exists for regulation of monopoly in networks in the interest of full development of television, fair play to the national advertisers and the best interests of the viewers than was ever applicable to standard broadcasts." DuMont further indicated that FCC "in clarification of its rules governing affiliation and in recognition of the extreme limitations on the number of stations should construe any system of side agreements which results in the exclusive and extensive acceptance of the programs of only one network as in violation of the exclusivity rules."

Toni Signs Godfrey

TONI Co., Chicago, will sponsor a a quarter-hour segment of *Arthur Godfrey and His Friends* on CBS-TV Wednesday, 8-8:15 p.m. EST, from Sept. 27. Agency is Foote, Cone & Belding, Chicago. The show, to be carried live on 27 stations and by kinescope on 16, replaces *Toni Twin Time*, also on CBS-TV.

REVIEWING plans for *Showtime, U. S. A.*, new musical-dramatic show to be presented on ABC-TV by Dodge dealers starting Oct. 1, are (l to r): Vinton Freedly, producer; L. L. Colbert, pres. Dodge; Winston O'Keefe, show dir., Ruthrauff & Ryan. American National Theatre and Academy is supplying talent for the show.

DuMONT'S new 30-inch dark screen cathode ray tube, largest now made by the firm, is shown by Dr. Thomas T. Goldsmith Jr. (r), research director, Allen B. DuMont Labs, to Chuck Tranum on the latter's *Manhattan Spotlight* show on WABD (TV) New York and the DuMont Network.

CONCLUSION of the 13th show in the series of 260 *Capsule Mysteries* being distributed by Charles Michelson Inc., finds Mr. Michelson (center), president of transcription and film firm, congratulating John Ridgley (l) and Joe Devlin, stars of the television show.

PRIOR to appearing on KGO-TV San Francisco to outline plans for Northern California civilian defense, California Gov. Earl Warren (center) inspects control panel at ABC's TV center with David Crandell (l), KGO-TV producer-director, and Vic Reed, KGO-TV manager of news and special events.

LEAVING for Chicago to compete in national finals of "Miss Television" contest, Georgia Reed ("Miss Baltimore TV") is wished bon voyage by (l to r): Neal Healy, sales manager, American Brewery, sponsor of five-week eliminations on WAAM (TV); Jim Hessenauer, comptroller, American Brewery; Elmer Free, advertising consultant, American Brewery; Nick Campofreda, WAAM m.c. and Harry Feldstein, Cuff & Feldstein, American agency.

Set Makers' Dilemma

(Continued from page 69)

version of all circuits to bracket standards in early November. Some set makers were violent on what they felt were shotgun tactics by FCC.

Others took the FCC action calmly but felt the Commission failed to give due weight to the practical side of TV manufacturing and engineering. Still others said the whole argument was academic in view of the anticipated flood of military orders for electronic gear.

Many members of RTMA and its board felt the FCC color document had misrepresented the industry's part in development of the television art. The board adopted a resolution authorizing a special committee "to investigate the feasibility of having a comprehensive study prepared on the technical contributions of the industry in the development of television and frequency allocation plans."

President Sprague named Dr. W. R. G. Baker, General Electric Co. vice president, to head the special committee. Dr. Baker is director of the RTMA Engineering Dept. and chairman of the National Television Systems Committee. Other members of the special committee are Dr. Allen B. DuMont, of the Allen B. DuMont Labs, and President Sprague.

Meanwhile, FCC last week replied to Philco Corp.'s request for "immediate clarification" of technical details in the Commission's bracket standards proposal [TELECASTING, Sept. 18]. Philco questioned how the switching mechanism in the bracket set should operate and what was to be done about the 5% hum tolerance in present TV sets. Using this tolerance with CBS standards might cause flicker, Philco indicated. FCC's letter stated in part:

With respect to interpretation of paragraph 151 of the report, relating to bracket standards, the Commission proposed that television receivers would be capable of operating anywhere within the limits specified. In order for receivers to be changed instantaneously from monocrome standards to the proposed CBS standards, receivers would be provided with a manual or automatic switch having two positions. For each position of the switch, service controls, plug-in components, or other methods should be provided so that the receiver can be adjusted to operate anywhere within the full range of the specified brackets.

With respect to your questions concerning (1) the syncronizing signal to be employed for values other than present black-and-white, and (2) the use of a color indexing or phasing pulse to permit automatic syncronization of the color disc, as you know the bracket standards in the Commission's Second Notice of Further Proposed Rule Making (FCC 50-1065) would apply only to black-and-white, and the Commission has not to date proposed the adoption of standards for color. Accordingly, the precise form of color transmission standards has not yet been announced by the Commission. Under the alternative procedures set forth in the First Report of the Commission, shortly after Sept. 29, 1950, the Commission will either adopt final standards for the field sequential color system, or it will issue a notice of further proposed rule making proposing to adopt standards for that color system. In connection with either of these courses of action, the Commission will determine the precise synchronizing signals to be employed with the field sequential color system. Accordingly, the precise answers to your questions will be available shortly after Sept. 29, 1950.

With respect to the hum tolerance of 5%, this matter has not been fully determined. However, the bracket standards proposed were primarily for consideration in television receiver design and it was not intended to propose other changes in the transmission standards at this time.

Many Problems Covered

The RTMA board acted on a long list of industry problems at its New York meeting, which included sessions of RTMA committees, divisions and other groups. The autumn industry conference was held Monday through Wednesday at the Roosevelt Hotel.

On recommendation of the RTMA Set Division executive committee, the board ordered the secretary to distribute among all association members copies of a proposed code of advertising and selling ethics for television receivers. Members will be asked to comment on the proposed ethics.

Drafting of the proposed code was in charge of the RTMA Sales Managers Committee, cooperating with the Better Business Bureau. The RTMA board will act on the code, to be strictly voluntary in its enforcement, at the mid-November meeting.

Funds to aid in promoting the 30th anniversary of broadcasting were appropriated. The event will be celebrated during National Radio & Television Week Oct. 29-Nov. 4. High spot of the celebration is the nationwide Voice of Democracy contest for high school students.

Recommending appropriation of the funds for the annual industry week was the RTMA Advertising Committee, of which Lee Pettit, General Electric Co., Syracuse, is chairman. TV sets will be provided by manufacturers as prizes for many local Voice of Democracy contests.

Accepting a report by the Set Division, the board authorized President Sprague to name a special committee to confer with an industry FM Broadcasters Committee to discuss outlook for inclusion of FM circuits in TV sets as well as production of more FM sets. Head of the FM committee is Morris Novik, radio consultant for several CIO FM stations.

Committee Members Named

President Sprague named H. C. Bonfig, Zenith Radio Corp. vice president, as chairman of the special committee. Others are Leonard F. Cramer, vice president of Allen B. DuMont Labs, and E. H. Vogel, marketing manager of the General Electric Co. electronics department.

Center of industry discussion during the three-day meeting was the effect of military requirements on industry operations. The Parts Division executive committee and section chairmen voiced the belief that the parts industry generally will be able to meet both civilian and military requirements for electronic components during the balance of 1950. Presiding at the division session was Chairman R. G. Zender, Lenz Electric Mfg. Co., Chicago.

With plant expansions underway, resistor manufacturers believed that industry could ease the present shortage when production is increased.

RTMA will publish a supplemental study on the effect of television on attendance at professional baseball games during the past summer. Conducting this study is Jerry N. Jordan, who directed the basic report on "The Long-Range Effect of Television and Other Factors on Sports Attendance."

The association, on the basis of a membership poll, will continue its opposition to municipal ordinances requiring licensing of radio and television servicemen as proposed in New York and other cities.

A second representative was named on the board of the Radio Parts & Electronic Equipment Shows Inc. He is Herbert W. Clough, Belden Mfg. Co. Already on the show board is J. J. Kahn, Standard Transformer Corp.

Standardization Work

Plans were discussed for publicizing the fact that RTMA has standardized the measurement, manufacturing and rating units of microphones, speakers and amplifiers so component parts are interchangeable. The plan will be handled by the Commercial Equipment Committee, headed by A. K. Ward, RCA Victor Division. The committee will meet Oct. 6 in New York.

On recommendation of the Sales Managers Committee, under C. J. Hunt, Stromberg-Carlson Co., the RTMA Engineering Dept. will attempt to standardize cathode ray tubes.

Plans to aid set manufacturers by means of market research studies were approved by a new research committee headed by W. H. Rinkenbach.

Meeting with Labor Dept. officials will be held Oct. 19 by the Walsh-Healey subcommittee of the RTMA Industrial Relations Committee.

ALLOCATION PROBE
FCC Delays General Hearing

FURTHER hearing in FCC's general TV allocation proceeding, heretofore designated to commence Oct. 2, was postponed to Oct. 16 by the Commission last week. Although no formal request for delay had been filed, FCC apparently postponed the hearing because its Sept. 29 deadline for indicating manufacturing plans in the color TV case is conflicting with participants' adequate preparation for the allocations case.

Meanwhile, FCC last week accepted the late appearance of KTUL-AM-FM Tulsa, Okla., in the specific allocation portion of the TV proceeding. KTUL seeks reallocation of TV Channel 8 from Muskogee to Tulsa, Channel 21 from Russellville, Ark., to Muskogee, allocation of Channel 35 to Russellville, switch of Channel 13 from Enid to Tulsa and allocation of Channel 19 to Enid. FCC also granted WNBW (TV) Washington, NBC-owned station, extension of special temporary authority to test RCA's color system from Sept. 20 to Oct. 13. [TELECASTING, Sept. 18].

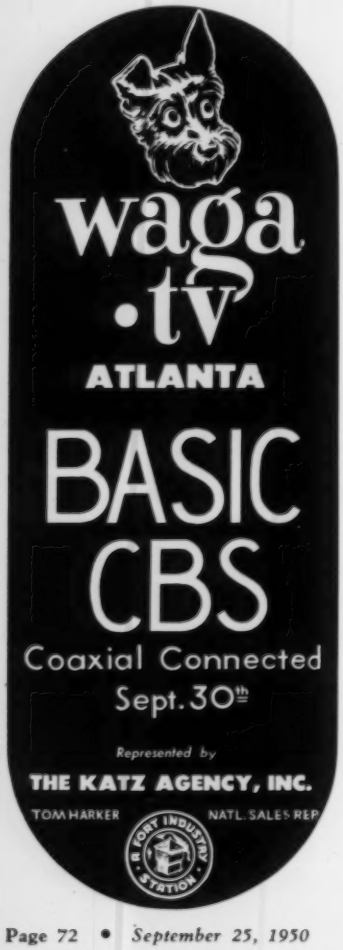
NEWS INTEREST
Spurred by TV, Sullivan Says

TELEVISION would spur the public's appetite for news details and thus help newspaper circulation, according to Matthew G. Sullivan, general circulation director of the Gannett newspapers.

Speaking before the New York State Publishers Assn. fall meeting at Lake Placid, Sept. 19, Mr. Sullivan said newspapers need not fear competition from radio and television "so long as publishers continue to produce newspapers that serve their readers the news of the community."

He said listeners to the radio and TV viewers are hungry for details of the news and want to read about it in the newspaper.

CINCINNATI U., Cincinnati, has completed installation of video equipment with facilities comparable to commercial stations. School has four-year course in television leading to bachelor of fine arts degree in radio education.



7 out of 7 evenings
(daytime—too)

WCPO-TV
is FIRST in Cincinnati

JUNE - JULY - C. E. HOOPER

LOOK AT
WCPO-AM FIRST
IN TOTAL RATED TIME PERIODS — BY C. E. HOOPER SURVEY JUNE-JULY

Evenings 6:00 p.m. - 10:30 p.m.

	WCPO-TV	TV Station 'B'	TV Station 'C'
SUN	41.7	26.4	31.9
MON	52.5	17.3	30.2
TUES	53.5	8.8	37.6
WED	48.9	26.3	24.8
THUR	67.9	10.5	21.6
FRI	51.7	17.9	30.5
SAT	57.0	15.8	27.3

Afternoons 12:00 n. - 6:00 p.m.

	WCPO-TV	TV Station 'B'	TV Station 'C'
MON-FRI	67.6	5.3	27.1
SUN	68.7	5.3	26.0

WCPO — TV, AM, FM affiliated with the Cincinnati Post Represented by THE BRANHAM CO.

WCPO-TV Channel 7
CINCINNATI, OHIO

WCPO-TV carries 9 out of top 10 programs seen in Cincinnati . . AUGUST PULSE

Simple Arithmetic!

in the great MIAMI market area 13 AM STATIONS DIVIDE 121,000 RADIO HOMES

but THE ONE EXCLUSIVE TV STATION HAS 32,000 FAMILIES ALL TO ITSELF

Programmed by all four major networks

WTVJ Channel 4 miami

STOP LISTEN LOOK

YOU CAN SELL MORE ON Channel 4 IN MIAMI

FREE and PETERS · Natl Representatives

AFTER the premiere of *Don McNeill's TV Club* on ABC-TV, Gloria Swanson and Mr. McNeill (seated), stars of the debut, compare notes with James Carmine (standing, l), executive vice president of Philco Corp., and Mark Woods, vice chairman of the board, ABC. Philco sponsors the hour-long telecast Wednesday, 8-9 (CDT).

VERICOLOR

TV Equipment Corp. To Build

TELEVISION Equipment Corp. announced last week it would build Vericolor industrial color TV equipment for CBS and Remington Rand.

The agreement between CBS and Remington Rand covering manufacturing and marketing of the closed-circuit color TV was announced several weeks ago [TELECASTING, Aug. 21]. Television Equipment Corp.'s participation in production of the units is on a subcontract basis from Remington Rand which, according to the basic agreement with CBS, will assume production and sales operations for Vericolor while CBS supplies design and testing.

Meanwhile, it was announced that Vericolor would be shown at the National Business Show in New York's Grand Central Palace Oct. 23-28.

ATS MEETINGS

Film Forum Opens Season

REGULAR meetings of the American Television Society will be resumed with a forum on the topic "Is Film the Answer to Network Television," Tuesday, Sept. 26, 8 p.m., at the New York Advertising Club.

NBC, CBS, ABC, DuMont, Television Productions Inc., Jerry Fairbanks Inc. and Larry Gordon Studio will demonstrate film methods. During the 1950-51 season the society plans to hold both evening forums and luncheon meetings.

ARMY-Navy football classic to be carried on theatre TV, Fabian Theatres, N. Y., announces.

ATLANTA FETE

City Observes TV Week

APPEARANCE of Burr Tillstrom and his Kuklapolitan Players highlighted Atlanta, Ga.'s, "Television Week" which concluded Sept. 16. The observance heralded extension of the coaxial cable to Atlanta.

The Tillstrom troup gave an hour-long *Kukla, Fran & Ollie* program on NBC affiliate WSB-TV and also presented three shows at Rich's Department Store. The Georgia capital is scheduled to receive network "live" programs starting Sept. 30 upon completion of final cable connections.

COLUMBIA COLLEGE

TV Studios Opened

WITH new equipment costing approximately $100,000, Columbia College, Chicago, has opened television studios coincident with the beginning of the school's fall term.

New equipment incorporated in the studios includes cameras, audio and lighting facilities. "Heretofore," said President Norman Alexandroff, "persons entering television have almost been on their own. But now they will be able to start their careers with a careful and professional education."

Ziv Sets TV Contracts

ZIV Television Programs Inc. has sold its filmed, syndicated *Yesterday's Newsreels* to Southern Biscuit Co. on WMAL-TV Washington, WTVR-TV Richmond and WBTV (TV) Charlotte, N. C., and Manor House Coffee on WBKB (TV) Chicago; Dayton Power & Light Co. on WHIO-TV Dayton; H. G. Hill Stores on WDSU-TV New Orleans, and Oil Institute on WMAR-TV Baltimore.

TVA TACTICS

Withdraws Amending Petition

NEW TACTICS were introduced by Television Authority in its jurisdictional struggle with the Screen Actors Guild at a meeting last week in New York of representatives of the unions, networks, and the NLRB.

Moving to focus first upon network talent, George Heller, TVA national executive secretary, announced withdrawal from NLRB of TVA's amending petition [TELECASTING, Aug. 28] for certification as bargaining agent of talent employed by film producers, and probably withdrawal for talent employed by advertising agencies and sponsors.

Purpose of Move

Purpose of the action was to facilitate early adjudication of TVA's claim to present all TV talent on the networks, with which the union is currently negotiating in a limited sphere [TELECASTING, Sept. 18]. In the negotiations, it is said, TVA is reserving a final veto, in whole or part, on any agreement reached. Thus, if NLRB certifies TVA as sole bargaining agency for network talent before present negotiations conclude, talent on shows kinescoped for later use only will be included in the contract, it is believed. Talent on live shows and those simultaneously kinescoped are within the scope of present discussions, by agreement with SAG.

Meanwhile, TVA intervening petitions against jurisdictional petitions filed by SAG with the NLRB remain active, and TVA may at any time reinstitute its petitions relating to film producers, advertising agencies and sponsors. Accordingly, the withdrawals by TVA do not constitute any relinquishment of claim.

HAVANA VISITORS

Study N.Y. TV Operations

A FLYING vist to New York was made last week by a team of 14 staff writers, announcers, news commentators and program directors from Union Radio's new TV station in Havana, Cuba. Purpose of trip was to study New York TV operations, since the Havana station is scheduled for opening Oct. 15.

RCA International Division, which supplied transmitter and studio equipment, entertained the visitors at a luncheon in the Savoy Plaza, New York, Sept. 19.

Members of the group, headed by Gaspar Pumarejo, A director of Union Radio, were: Rene Molina, Mr. and Mrs. Rafael Ramirez, Mrs. Cuqui Ponce de Leon; Miss Maruja Garcia, Carlos Robreno, Dr. Sara Rodriquez, Castor Vispo, Francois Bagner, Esteban Sainz Pujol, Miss Maria Julia Casanova, Juan Gonzalez Ramos and Oscar Hernandez.

Meet Jimmy Powers— ... people salesman!

As a sportswriter for twenty-five years, Jimmy Powers learned how to *write* to interest people. His newspaper column "The Powerhouse" has had a readership rating of 63% Men, 13% Women—probably the highest rating of any sportswriter.

As a radio commentator for the last ten years, Jimmy Powers learned how to *talk* to interest people. He's one of the best liked, most respected and listened-to of the sportscasters.

On TV, Powers was a natural . . . an audience grabber from the start, and an action getter for sponsors. Powers sells for sponsors because he knows how to sell people . . . And he's only one of the scheduled staples on WPIX—the station where TV is a proven sales medium. Ask any WPIX man to show you his successful case histories!

WPIX has the world's richest metropolitan market, with the highest TV reception—more than 1,400,000 sets among 4,000,000 families . . . and a record of getting results. Whether you're getting your feet wet in TV for the first time . . . or want to try out a network program . . . WPIX is the place to learn how to use TV properly, and profitably!

WPIX, the New York News station . . .
220 E. 42nd St., New York City, MU 2-1234

WPIX — metropolitan showcase

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 70,958 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Starch Surveys Commercial Likes

(Report 130)

SURVEY by Daniel Starch & Staff has shown that 83% of television set owners like TV commercials better than radio commercials, the research company announced last week.

Less than 2% liked radio advertising better than TV. The other 15% saw little preference between TV and radio commercials.

Most of those objecting to TV commercials directed their dislike toward local commercials, especially those on participating programs which were felt to be too frequent and too long, the Starch report said.

* * *

KNBH (TV) Los Angeles Sets New Rates

NEW RATES, representing an increase of 33%, were announced last week by KNBH (TV) Los Angeles.

In Class A time (7-10:30 p.m., Mon.-Sun.) an hour becomes $1,000. One-minute live or filmed announcements are set at $165 in the time period. Class B time (5-7 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-7 p.m., Sun.) becomes $750 for an hour and $125 for announcements. An hour in Class C time (all other times) becomes $500; announcements, $85.

Program advertisers will be given six months' protection at present rates while announcement advertisers get three months' protection.

WTMJ-TV Milwaukee Extends Operating Hours

EIGHTY hours of programming will be telecast weekly by WTMJ-TV Milwaukee, Wisconsin's only video station, by Oct. 1. The station will carry 49.5 hours of shows each week from the four video networks and also will extend its local schedule. For the first time, WTMJ-TV goes into Saturday morning programming, starting at 9 a.m. instead of the current 3 p.m. Sunday shows will go on the air two hours earlier, at noon, and morning telecasts on Sunday are being planned for later in the fall. Daily shows have a 45-minute earlier sign-on, now at 1 p.m.

* * *

Nielsen Reports On August Televiewing

TOP August television program in number of homes reached was *Stop the Music*, according to national ratings released last week by A. C. Nielsen Co. In point of popularity, Nielsen showed *Toast of the Town* in top position.

National Nielsen Ratings of the top television program for August are reported as follows:

AUDIENCE DELIVERED

Number of TV Homes Reached In Program Cities Surveyed

RANK	PROGRAM	HOMES (000)
1	Stop the Music (Lorillard)	1,828
2	Ford Star Revue	1,722
3	Toast of the Town	1,710
4	Lone Ranger (Thu.)	1,499
5	Big Story	1,446
6	Kraft TV Theatre	1,393
7	Calvalcade of Stars	1,299
8	Original Amateur Hour	1,299
9	Stop the Music (Admiral)	1,191
10	Break the Bank	1,136

PROGRAM POPULARITY

Percent of TV Homes Reached In Program Cities Surveyed

RANK	PROGRAM	HOMES (%)
1	Toast of the Town	35.7
2	Stop the Music (Lorillard)	32.6
3	Ford Star Revue	29.7
4	Lone Ranger (Thu.)	28.8
5	Big Story	27.0
6	Cavalcade of Stars	25.9
7	Original Amateur Hour	25.8
8	Stop the Music (Admiral)	25.5
9	Kraft TV Theatre	24.5
10	Break the Bank	22.5

* * *

Guide-Post Survey Pittsburgh Set Ownership

ONE out of every five homes in Allegheny County, Pa. (Pittsburgh), now has a television set, according to a survey released last week by Guide-Post Research. While 20% of the families within the county were found to have sets, 28% of those living inside the Pittsburgh city limits reportedly have television. Within the county, 22% of the families with income of over $3,500 a year have a set, compared to 17% ownership among families with lower income.

Radio ownership was found to be

(Continued on page 82)

Weekly Television Summary—September 25, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,550
Ames	WOI-TV	14,285
Atlanta	WAGA-TV, WSB-TV	55,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	207,729
Binghamton	WNBF-TV	20,400
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	489,942
Buffalo	WBEN-TV	120,464
Charlotte	WBTV	25,511
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	568,063
Cincinnati	WCPO-TV, WKRC-TV, WLWT	157,000
Cleveland	WEWS, WNBK, WXEL	287,498
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	70,958
Davenport	WOC-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	306,420
Erie	WICU	38,700
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	70,958
Grand Rapids	WLAV-TV	47,846
Greensboro	WFMY-TV	19,500
Houston	KPRC-TV	37,903
Huntington-Charleston	WSAZ-TV	20,100
Indianapolis	WFBM-TV	71,250
Jacksonville	WMBR-TV	15,000
Johnstown	WJAC-TV	30,175
Kalamazoo-Battle Creek	WKZO-TV	38,075
Kansas City	WDAF-TV	50,542
Lancaster *	WGAL-TV	58,884
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	693,369
Louisville	WAVE-TV, WHAS-TV	45,708
Memphis	WMCT	49,278
Miami	WTVJ	25,500
Milwaukee	WTMJ-TV	145,557
Minn.-St. Paul	KSTP-TV, WTCN-TV	121,400
Nashville	.....	1,500
New Haven	WNHC-TV	95,500
New Orleans	WDSU-TV	34,348
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,535,800
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	29,365
Oklahoma City	WKY-TV	42,254
Omaha	KMTV, WOW-TV	33,915
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	560,800
Phoenix	KPHO-TV	16,150
Pittsburgh	WDTV	120,800
Portland, Ore.	.....	69,818
Providence	WJAR-TV	73,980
Richmond	WTVR	39,926
Rochester	WHAM-TV	48,631
Rock Island	WHBF-TV	18,373
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	25,300
Salt Lake City	KDYL-TV, KSL-TV	36,824
San Antonio	KEYL, WOAI-TV	56,800
San Diego	KFMB-TV	74,826
San Francisco	KGO-TV, KPIX, KRON-TV	99,500
Schenectady Albany-Troy	WRGB	37,800
Seattle	KING-TV	146,500
St. Louis	KSD-TV	63,372
Syracuse	WHEN, WSYR-TV	33,000
Toledo	WSPD-TV	48,760
Tulsa	KOTV	22,100
Utica-Rome	WKTV	168,575
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	42,777
Wilmington	WDEL-TV	

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 7,648,361

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

"Dayton's ***FIRST*** Television Station"

WHIO-TV

afternoon productions now available for participating sponsorship...

"WORLD of FASHION"

Monday through Friday at 1:30 P.M., vivacious Judy King, former Hollywood starlet, discusses fashion beauty news, jewels, travel news and a host of other feminine subjects with an ever-growing audience of avid Miami Valley viewers. They enjoy Judy's interviews with guest stars and celebrities. If you have clothing, jewelry, cosmetics, toiletries, unusual gifts or any other product of particular interest to women, let Judy sell it for you.

"BUD BALDWIN SHOW"

"Bud" Baldwin, popular WHIO disc jockey, now has his own television program at 3:00 P.M. Monday through Friday. "Bud" is famous for his salesmanship. He makes a big hit with the ladies! Let him put your product across for you in Dayton and the Miami Valley.

let "JUDY" or "BUD"

Sell your product for you in Dayton and the Miami Valley

Represented Nationally by The George P. Hollingbery Co.

CHANNEL 13

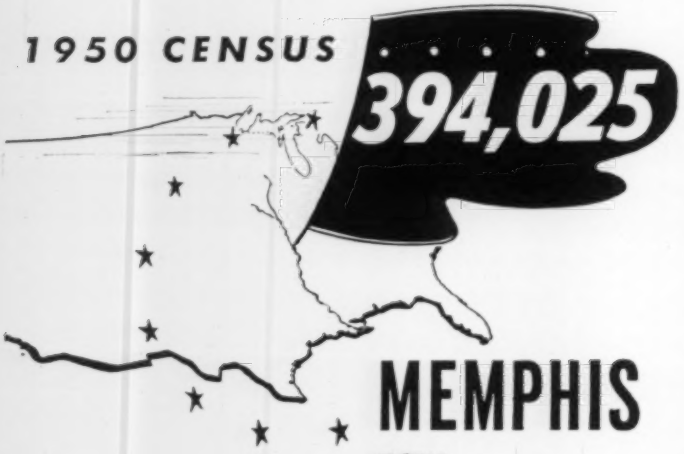
whio-tv -AM -FM

DAYTON, OHIO

News • Sports • CBS, ABC, DuMont Best Shows

Affiliated with The Dayton Daily News and Journal-Herald

1950 CENSUS



MEMPHIS
now
26th
city
in nation

...a decade gain of over 100,000

The 1950 preliminary census report is in, and shows Memphis with a population of 394,025, a gain of 100,000 since the 1940 census. Memphis takes its place with the greater Metropolitan centers of the nation, ranking above such cities as Atlanta, Louisville and Oakland.

Today, more than ever before, Memphis is a market of real stature. And WMCT, now delivering more than 44,000 television homes, is selling these homes with outstanding network and local programs. Call your nearest Branham office NOW for availabilities.

HERE'S HOW THEY RANK

Rank	City	1940 Population	1950 Population
26	MEMPHIS	292,942	394,025
27	*Oakland, Cal.*	302,163	382,463
28	*Columbus, Ohio*	306,087	373,821
29	*Louisville*	319,077	371,859
30	*Portland*	305,394	371,069
31	*Rochester*	324,975	331,292
32	*Atlanta*	302,288	326,962
33	*San Diego*	203,341	321,485
34	*St. Paul*	287,736	310,155
35	*Toledo, Ohio*	282,349	301,372
36	*Jersey City*	301,173	300,447
37	*Birmingham*	267,583	298,747
38	*Fort Worth*	177,662	277,049
39	*Akron*	244,791	273,189
40	*Providence, R. I.*	253,504	254,027
41	*Omaha*	223,844	247,397
42	*Miami*	172,172	247,262
43	*Long Beach Cal.*	164,271	243,921
44	*Dayton*	210,718	243,108
45	*Oklahoma City*	204,424	242,450
46	*Richmond*	193,042	229,897
47	*Syracuse, N. Y.*	205,967	220,067
48	*Worcester, Mass.*	193,694	201,875
49	*Jacksonville Fla.*	173,065	198,880
50	*Norfolk, Va.*	144,332	182,377

The above figures represent the preliminary 1950 census reports for each listed, in comparison with 1940 figures.

Over 44,000 sets in use now, according to latest distributor figures.

WMCTelevision

WMC • WMCF • WMCT National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC

Also affiliated with CBS, ABC and DUMONT

SMPTE MEET

TV Progress Discussions Set for Oct. 16-20

HIGHLIGHTED by discussions of the latest steps in the progress of television, the 68th semi-annual convention of the Society of Motion Picture and Television Engineers will be held Oct. 16-20 at the Lake Placid Club, Lake Placid, N. Y.

The advances, including a new system for TV studios and a better arrangement of studios for new applications of television in industry, business, education and research, will be described by Newland F. Smith of WOR-TV New York, where the system was worked out.

Mr. Smith's description will be contained in one of four technical papers scheduled for the opening sessions. Other papers will be presented by W. L. Norvell, of Remington Rand Inc., who will discuss uses of TV in Army, industrial and educational fields; H. M. Gurin of NBC on "Lighting Methods for Television Studios," and Dr. Peter Goldmark of CBS, on "Color Television."

Tuesday Session

The Tuesday morning session will be devoted entirely to television film. Jerry Fairbanks, Hollywood producer, will describe the "Multicam Process," new technique of motion picture filming, in a paper entitled "Motion Picture Production for Television."

At the same session, papers will be presented on "Engineering Aspects of Teletranscriptions," by Thomas T. Goldsmith Jr., of the Allen B. DuMont Labs, and "Dynamic Transfer Characteristics of a Television Film Camera Chain," by W. K. Grimwood and T. G. Veal, of the Kodak Research Laboratory. Also featured will be the report of the joint RTMA-SMPTE committee on television film equipment by F. N. Gillette, committee chairman.

Tuesday afternoon, J. L. Sheldon, of the Corning Glass Works, will give a paper on "Characteristics of All-Glass Television Tubes," and L. W. Morrison, Bell Telephone Labs, a paper on "Wire Transmission in Telephone Areas."

ATOMIC MENACE

Mitchell Assoc. Plans Film

FILM entitled "What To Do When the Bombs Come," treating the atomic bomb menace, is being planned by Mitchell Film Assoc. Inc., New York, according to Col. Curtis Mitchell, president of the documentary film producing firm.

The film will be distributed on a non-profit basis to television stations, theatres, clubs and all interested organizations. It will be in both 35mm and 16mm size.

Col. Mitchell said the film will present many of the facts included in *The Effects of the Atomic Bomb*, published by the government, plus a program for community protection and individual survival.

Mitchell researchers are consulting with the Dept. of Defense, National Resources Security Board, mobilization unit of the Dept. of Commerce, and other government agencies. In addition, Col. Mitchell stated, cooperation is being sought from the National Conference of Governors, directors of Civil Defense in each state, and originators of the Cambridge Plan in Massachusetts. Col. Mitchell was deputy director of information for the Dept. of Defense in 1949.

CENTER THEATRE

NBC Dedication Sept. 25

CELEBRATION of the opening of New York's Center Theatre, Rockefeller Center Playhouse, as NBC-TV studios, will take place Monday, Sept. 25 (8:30 p.m.) over NBC-TV and radio.

The Voice of Firestone, oldest coast-to-coast musical show on NBC, will be the featured simulcast, with baritone Thomas L. Thomas as guest soloist and orchestra directed by Howard Barlow. Acting Mayor Vincent R. Impellitteri will also be among the prominent guests taking part in the dedication proceedings. The theatre seats 3,000.

GRIDIRON CLUB

Promotes KTTV Gridcasts

TO STIMULATE filled bleachers at the coming USC and UCLA football games to be telecast by KTTV (TV) Los Angeles, and to assure the future of sports on TV, a non-profit organization, the Gridiron Club, has been formed in Los Angeles by Hoffman Radio Corp. (the latter will sponsor all home game telecasts of Pacific Coast Conference schools, including USC and UCLA.

Club's Theme

Theme of the group's membership drive, recently opened, is "Send a kid to the Coliseum and keep college football on television." Membership in the club is open to any fan who contributes the price of a reserved seat ticket (at $2.50, $3 or $5) to any of the two college teams or buys the football tickets through the facilities of the Gridiron Club which has opened ticket agencies in every major television store in Southern California.

Tickets are to be distributed to worthy youngsters or servicemen. The Bureau of Social Service is assisting the club in selecting youth welfare groups to receive contributed tickets.

ALL 52 members of WTVJ (TV) Miami staff undergoing training in camera operation, lighting control, mike boom procedure, etc., to insure adequately trained studio personnel in case of draft for armed forces.

What's New in Television?

Take a Look at WPTZ!

—and then there were Four!

WHEN we started to write this piece, WPTZ was readying a Thursday night edition of its popular "*Carol Calling*" program, a half-hour variety show with Carol Reed's songs and talented guest performers.

Original plans called for six one-minute participations, and we were all set to tell you about all six of them. But apparently our typewriter is wired for sound. Two sponsors already have signed on the dotted line, although the program has yet to be offered to anyone. Wise advertisers know, however, that WPTZ only airs programs when they're ready. And the Thursday night "*Carol Calling*" is ready.

Here is a nicely paced variety program, featuring television's best saleswoman, Carol Reed. Scheduled from 11:30 to midnight, immediately after the highly rated "Mystery Hour", "*Carol Calling*" brings out all the reasons why Miss Reed is known as "Philadelphia's First Lady of Television".

There still are four openings in "*Carol Calling*". Hitch your wagon to one of these selling stars, if you really want results in the Philadelphia market.

Give us a call here at WPTZ, or see your NBC Spot Sales Representative. You'll be delighted how far your dollar will go when it's "*Carol Calling*".

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS
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Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for Television
SEND FOR CATALOG
729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE!
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schantz Ave. Dayton 9, Ohio

GRAY—O'REILLY
COMMERCIAL SPOTS
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO
FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

film report

JERRY FAIRBANKS Inc., Hollywood, announces plans to go into production of color TV films. Plans are for full scale color filming first of next year. TV spots in color available now in 16mm Kodachrome or 35mm Ansco and Eastman. . . . **Norman Vizents**, director-producer, George Pal Productions, Hollywood, to **TV Ads Inc.**, Los Angeles, as producer-director and art director.

Tower Productions Inc., 1416 N. La Brea, Hollywood, new firm producing TV films, plans to do live show and feature films later. Firm president is **Louis Brandt**, pioneer television film and movie producer. Mr. Brandt helped produce 13 half-hour *Fireside Theatre* films for Procter & Gamble. **David Shore** is secretary-treasurer. Tower plans to produce films of educational value as well as series of 26 half-hour shows of outdoor themes.

* * *

Telefilm Inc., Hollywood, recently completed two one-minute and two 20-second TV spots for **Coast Federal Savings & Loan**, Los Angeles. Agency: **Lee Ringer Adv.**, same city. . . . **Felice Greene**, formerly with Fanchon & Marco, New York, to **Trio Pictures**, Los Angeles, as production assistant to **Carl Wester**. . . . **Keaneleigh Productions Inc.**, Larchmont, N. Y., producing two half-hour 16mm sound films, "Expose" and "Our Family Circle." Former is drama exposing vice and gambling.

Bill Brannan rejoins **Mike Stokey Productions**, Los Angeles, as director talent relations and casting. Firm currently producing five additional quarter-hour films in *Mike Battle* series. . . . **David Ettelson & Assoc.**, Chicago film firm, names **Leonard H. Slaton** to supervise scenario department in line with firm's expanded writing, production and laboratory facilities. Mr. Slaton formerly was with Sarra Inc.

* * *

Super Kem-Tone (paints), Cleveland, to introduce itself via series of five one-minute live action TV spots, produced by **Pathescope Productions**, N. Y. Agency, **Fuller, Smith & Ross**, Cleveland.

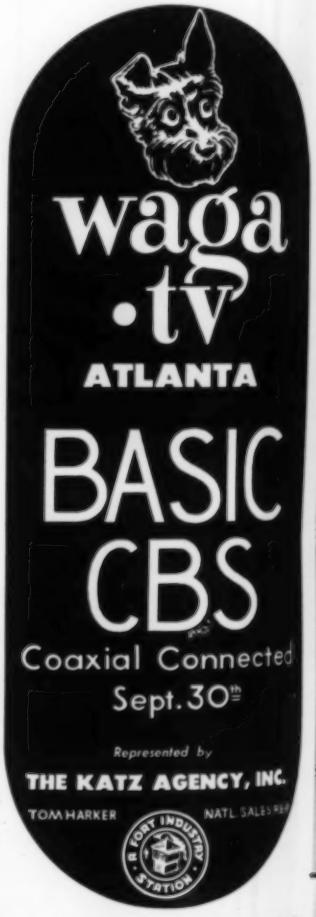
Allen-Moore Productions has completed first seven of series of 13 10-minute instructive films on arts and crafts, titled *How to Do—*. Subjects are demonstrated by leaders in particular fields, which include sculpturing, architecture and making pottery. Price of each short is said to be approximately $1,000. **Walter Klinger** handles television sales and distribution of films for **Paul Kohner Inc.**, Hollywood.

TELEFEX Productions and **Rear Screen Projection Service** announce new location of office, laboratory and rehearsal hall at 5746 Sunset Blvd., Hollywood 28. Telephone: HI 3537 or HU 2-7111. . . . **Tressel Television Productions**, Chicago, making puppets for new *Sandy Strong* feature on WENR-TV Chicago.

Woodruff Assoc., New York, TV production firm, has completed four 20-second spots for **Harris-Boyer Bakery** and **Galliker Dairy Co.**, Johnstown, Pa., to be shown over **WJAC-TV** Johnstown. Firm also to do three 30-second and one 20-second spot for **Penn-Traffic Dept. Store**, Johnstown, and six one-minute spots for **Sanitary Dairy Co.**, that city.

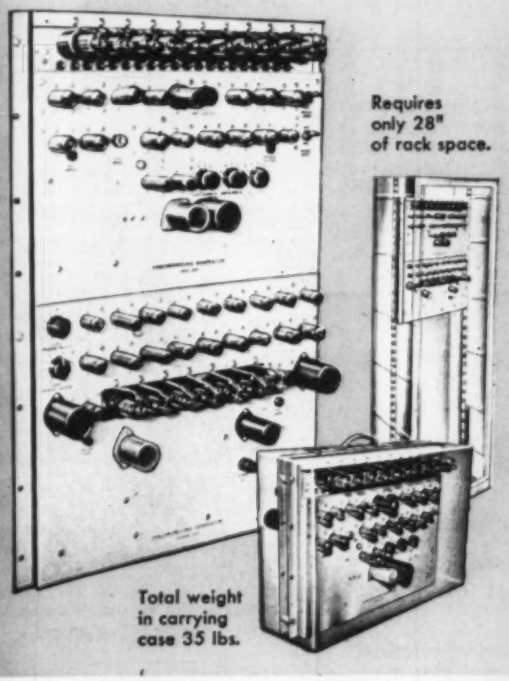
Candy Firm Signs

MASON, AU & MAGENHEIMER (candy) will sponsor *Chester the Pup*, children's cartoon feature, on ABC-TV Saturday, 12-12:15 p.m., beginning Oct. 7. Program, originating from WENR-TV Chicago, is produced by Stone, O'Halloran, Milwaukee. Turner, Leach & Co. is the agency.



THESE NEW GENERAL ELECTRIC TV UNITS

Start where others leave off!



SYNCHRONIZING GENERATOR TYPE PG-2-A-B

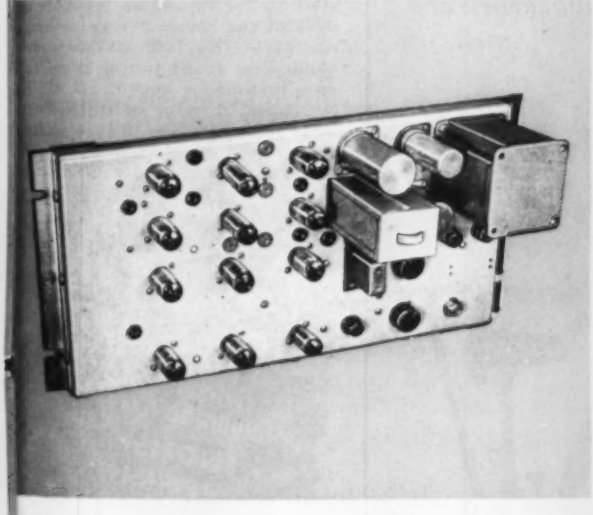
IN TV station equipment, you need *dependability*—the kind that's built right into this entirely new G-E unit. It saves you service time and cuts off-the-air interruptions because it's factory-aligned for keeps, requires no periodic adjustment.

Normal variations in tube aging and tube characteristics do not affect its performance. Designed to prevent receiver rolling and loss of sync, it cannot miscount, barring component failure. Same unit can be rack mounted at studio or packed in carrying case for field use. This new G-E sync generator will do more for you than any other on the market! See it now!

NO OTHER SYNC GENERATOR GIVES YOU ALL THIS!

Characteristic	G. E.	Manufacturer A	Manufacturer B
Entirely automatic counting circuits (no adjustments)	Yes	No	No
Fixed composition and pulse widths of sync signal	Yes	No	No
RMA standards—both portable and studio	Yes	Yes	No
2-in-1 unit (studio and field)	Yes	Separate units required	Separate units required
Weight of portable unit	35 lbs.	120 lbs.	50 lbs.
Single unit for portable use	Yes	No	Yes

G-E TELEVISION BROADCAST EQUIPMENT



SYNC-LOCK TYPE TV-30-A

Dub In Local Commercials With No Interruption!

This new sync-lock allows you to treat a remote signal as though it were being generated in your own studio. During network shows—and at your own studio—you can insert local commercials by means of montage superpositions, lap, fade, or wipe dissolve . . . no need for additional equipment at the pick-up point, no need to switch in to the local sync generator for each commercial.

And all these advantages, too:

√Will operate on a noisy input signal, either network or off-the-air.

√You can substitute clean sync for noisy sync—quickly, easily.

√You can even insert new blanking.

√Simple knob adjustment re-sets front porch width.

√All clipping done automatically and without adjustment.

WANT MORE DATA?

The TV broadcast representative at your nearest G-E office can tell you more. Meanwhile, new fact bulletins on the units shown here are *free* on request. Write for bulletins X54-016 and X54-018. *General Electric Company, Section 290-25, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL ELECTRIC

Network Allocations

(Continued from page 69)

everywhere.

As the networks prepared their newest set of "minimum requirements" at week's end, it became known that the FCC, whose intervention DuMont had requested, advised DuMont it could not intervene at this time.

FCC last week wrote Allen B. DuMont Labs., owner of the DuMont TV Network, that its request for Commisison intervention in the cable allocation dispute was "premature." FCC noted that allocation of intercity video channels to meet the requirements of more than one customer for monthly service is provided for in paragraph II.A.4 of AT&T's tariff, whereby the telephone company would "equitably" allocate available facilities.

In view of this, the Commission stated "it would be premature and inappropriate to intervene in the matter at this time. In this connection, we have noted the statement in your letter [DuMont's] that 'there is no reason at present to believe that the telephone company desires other than a fair and practicable allocation as between networks . . .'."

It was believed probable, however, that the matter may eventually be directed to the FCC. Unless allocations are nearer to the schedule advocated by DuMont than they seemed last week to promise, it was a good bet that DuMont will insist on an FCC hearing.

It has been the hope of AT&T that it could avoid making a summary schedule of allocations.

Meanwhile, AT&T announced that its extended network service adding 14 cities and 19 TV stations to the present 28-city network would be put in operation Sept. 30, the day present allocations end and the schedules for the last quarter of 1950—those now in dispute—should begin.

Cities which will be joined to the AT&T system on Sept. 30 are Greensboro and Charlotte, N. C.; Jacksonville, Fla.; Atlanta; Birmingham; Indianapolis; Louisville; Rock Island, Ill.; Davenport and Ames, Iowa; Omaha; Kansas City, Mo.; Minneapolis and St. Paul.

First Casualty

NBC-TV said last week its newsreel photographer, Gene Jones, who is on-the-scene at the Korean war-front with his twin brother, Charles, was recovering from a chest wound received from mortar fire during the initial U. S. assault on Inchon. According to Washington authorities, this was the first casualty report among newsmen covering the war for radio and television.

SERIES MONEY

Chandler Calls Meeting

HOW to dispose of the $800,000 being paid by Gillette Safety Razor Co. for television rights to the World Series appeared last week to be giving baseball executives plenty to think about. Ever since Gillette bought the TV rights for $600,000 more than it paid in 1949 there have been clamors to cut Series players in on the pie. Radio rights are an extra $175,000.

But last Thursday, Walter Mulbry, secretary of baseball, stated Baseball Commissioner A. B. Chandler at Series time probably will call a meeting to discuss what happens to the $800,000. He added that "first consideration must be given to guarantee the financial security of the players pension plan, inaugurated in 1947 and guaranteed by club owners for a five-year period."

Harridge Opposes

American League President William Harridge late Thursday commented it would be "unfair to the players of other clubs to take money earmarked for the pension fund and give it to those who play in the series" since the latter "are being handsomely rewarded from their share of the gate receipts."

In the past, money earned from radio and TV rights has gone into the central fund and for pension use. Pensions for 10-year men pay up to $100 a month for 10 years. Both players and club owners contribute so much per game.

Telestatus

(Continued from page 76)

close to the saturation point, with 98% of the homes having at least one radio. In 72% of the homes Guide-Post found two or more radios in working condition. C. F. Ackenheil, director of Guide-Post, estimates there are 975,000 radios in the county, including 125,000 sets in cars.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

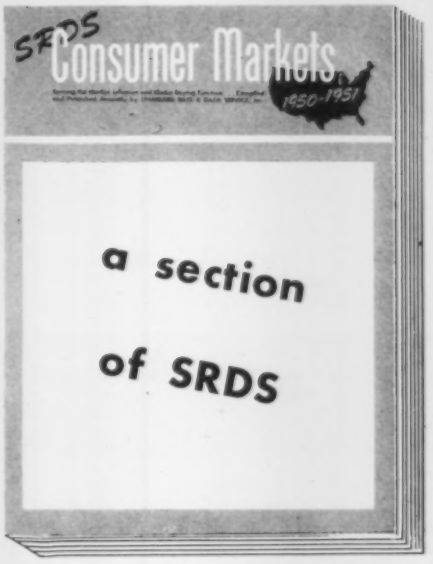
Write for further particulars

FRANK C. FICKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

1950-1951 EDITION

Just published



CONSUMER MARKETS

Enlarged to 888 pages of organized-for-use state, county, city, and rural market figures.

This new, improved and expanded Edition of CONSUMER MARKETS gives quick access to latest government and other authoritative state, county, city and rural market facts that reliably picture the characteristic conditions and trends in every marketing area of the U. S., U. S. Territories and Possessions, Canada, and the Philippines.

Saves time. Agency Research Director says: "One great value of CONSUMER MARKETS is the breadth of information presented, which frequently obviates search through numerous specialized reference books."

Unbiased. Advertising Manager says: "It presents the stark, factual information, rather than an analysis which might have been interpreted to serve some particular interest. So the advertising or merchandising man can make his own analysis."

Comprehensive. Director of Media says: "I find CONSUMER MARKETS very useful and a time-saving central source for information used by myself and the Media Department for studies of markets to determine sales potential and coverage of media."

Many Uses. A Director of Sales and Advertising uses it "as a source for data pertaining to major trading areas. Although this publication is retained permanently in the office of the Director, it is used constantly by almost every department in Sales and Advertising."

The new CONSUMER MARKETS gives up-to-date Retail Sales Estimates projected from the current (1948) Census of Business. It reports basic trend statistics, comparing latest estimates with basic 1940 Census figures, so that you can see any market's growth at a glance.

And well over 300 new media Service-Ads, located near the individual markets served, offer much additional useful market and media information

Its complete market facts for every basic marketing, sales planning, or advertising need make this a book of a thousand uses.

Use the new 1950-51 CONSUMER MARKETS the next time you need information about any consumer market. You get it as part of your SRDS subscription or, if you are not a subscriber, for $5.00 a copy, sent on 5-days free examination.

Write today for Full Explanation Folder *detailing* the information the 1950-51 CONSUMER MARKETS puts at your fingertips.

NOTE TO CONSUMER MEDIA EXECUTIVES: Check particularly the information about *your* market in the new edition of CM. Compare it with other markets. Here's grist for your sales and promotion mills. You can use any information listed with no other obligation than a proper credit line for *SRDS CONSUMER MARKETS.*

Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles

RADIO CENTER

WKBW Sets Oct. 25 Opening

OFFICIAL opening of WKBW Buffalo's Radio Center—the ABC outlet's new home—has been set for Oct. 25, according to Dr. Clinton H. Churchill, president and general manager.

Located at 1430 Main St., the Radio Center stands on the same site where WKBW's original transmitter was located 25 years ago. The building, set back 200 feet from the street, contains executive and business offices and various departments astride a corridor extending in depth through the building. Studios and control room are at the rear.

Dr. Churchill said the schedule, which has been reduced to 21 hours a day for modernization of the new transmitter plant in nearby Hamburg, would be resumed on a 24-hour basis.

Architect's conception of WKBW's new home.

KRIZ OPENING

New LBS Ariz. Affiliate

KRIZ Phoenix, Ariz., is scheduled to go on the air Oct. 2 as the third Arizona affiliate of the Liberty Broadcasting System, augmenting LBS outlets in Tucson and Clifton-Morenci.

Owner Howard M. Loeb will serve as manager, with Jack Gregory as commercial manager and Larry Jonas as program director. Mr. Loeb sold out his holdings two years ago in WFDF Flint, Mich., which he had operated since 1933. KRIZ is assigned 250 w fulltime on 1230 kc.

Georgia U. Games

SALE of the entire U. of Georgia football schedule of nine games to Motor Supply Co., wholesale automotive distributor in Georgia and South Carolina, has been announced by WSAV Savannah. The play-by-play will be handled by George Theringer and the fill-in by Hugh Batey.

WMID Atlantic City, N. J., presented citation "in recognition of its important contribution to education, entertainment and inspiration of the community," by American Legion Auxiliary.

On All Accounts

(Continued from page 12)

graduation, and also turned thumbs down on a trip to Hollywood with a college buddy, Don Taylor, who was going there for a screen test. Even though Don Taylor is now a star (featured in "Naked City," "Father of the Bride"), Scotty doesn't regret his move to New York and NBC as a page.

In the next year and a half he progressed to page supervisor, supervisor of broadcast tickets, night secretary and announcer. Late in 1943 he was hired at WCAE Pittsburgh as an announcer. Working also as a producer of amateur theatricals, a radio actor and narrator on industrial films, Scotty got tired of a seven-days-a-week routine and was easily talked into returning to New York and NBC as a salesman in the recording division. In 1946 he was transferred to recording sales in Chicago.

Scotty is married to the former Sally Gallatin, whom he met in 1946 in Chicago, although her home also is Greensburg, Pa. He married her a year later. Their son, John Scott Keck II, was born June 17.

Although enthusiastic about television, Scotty does not miss the value of radio. "It is still a tremendous buy and always will be a powerful sales medium," he says.

Scotty's hobbies through the years have been simplified. "Three years ago my favorite pastime was sailing. Two years ago it was flying. Now it's hiking—the floor with the baby."

NRDGA WORKSHOP

To Stress Radio-TV Sales Role

THE INITIAL Radio and Television Workshop of the National Retail Dry Goods Assn. will be held Sept. 28-29 in the Hotel Statler, New York.

Exploration of the all-round value of radio and TV in retail sales and the problems and techniques accompanying the use of these media will form the nucleus of the sessions.

Lew Hahn, president emeritus, NRDGA, will open the first session at 10 a.m. with the introduction. Welcome will be extended by James M. Gaines, vice president and director of Owned-and-Operated Stations, NBC. Agenda for the morning session:

Dr. Ruth W. Ayres, managing director, National Consumer Retailer Council Inc., N.Y., will speak on "The Consumer Looks at Radio and TV"; Howard P. Abrahams, manager, sales promotion division and visual merchandising group, NRDGA, will explain "How Retailers Are Using Radio and TV"; Walt Dennis, radio and TV director, Allied Stores Corp., N. Y., analyzes "How Radio Is Used As a Selling Medium"; E. Geoffrey Circuit will make "A Step by Step Analysis of a Retail Radio Organization and Plan" and "Radio Copy Techniques" are to be explained by Shirley Silvers, radio copywriter. Chairman for the session is Robert J. Powderly, chairman, sales promotion div. and sales promotion manager, Kresge, Newark.

Second Session

The second session, Thursday afternoon, headed by Sam Cuff, president, Retailers' Television Film Service Inc. and TV consultant, Allied Stores Corp., New York, will feature the following topics and speakers:

Arthur E. Duram, TV market research counsel, CBS, on "Reasons or Advantages of TV as a Selling Advertising Medium"; Charles L. Kelly, director of programs, WMAL-TV Washington, on "What the Local Advertiser Means to TV and Vice-Versa"; "Time Classifications," by Frank Silvernail, BBDO, New York; "TV Selling," by Mr. Cuff. Summary and additional subjects relating city size to TV and radio sales problems will be covered by Ivor Kenway, vice president, ABC New York, and Eugene Thomas, manager of TV operations, WOR-TV New York.

Friday, Sept. 29, 10 a.m., the third session will open with an explanation of "Television Programming" by George T. Shupert, vice president and director, commercial operations, Paramount Television Productions Inc., New York, to be followed by C. E. Hooper whose topic will be "Programs" and audience analysis. "Color Television" will be explored by Col. William L. Norvell, Remington Rand Inc., and Fred Rickey, CBS New York. David Arons, publicity director, and Jack Creamer, "Handy Man," Gimbel Bros., Philadelphia, will illustrate "The Presentation of Merchandise on Live Television Programs." "Props and Theatrics," by Tom Lee and Frank Sauter, will close the session, chairman for which is Arthur See, sales promotion manager, Saks 34th St., New York.

Final meeting of the group will take place Friday, Sept. 29, 2 p.m. "The Future of the Retailer in Television," by Will Baltin, secretary-treasurer, Television Broadcasters Assn., New York; "Case Histories" and "Putting a TV Show Together" will form the closing session.

Directing the plans for the NRDGA workshop are Willard H. Campbell, vice president, Schuneman's, St. Paul; W. Arthur Gray, visual merchandise director, Lansburgh & Co., Washington; Harold Melnicove, director merchandise presentation, The Hecht Co., Washington, and Messrs. Cuff, Dennis, Abrahams and Powderly.

SAFETY CAMPAIGN

WSDR Cites Success

RESULTS of safety campaigns staged by radio stations usually are more or less intangible but WSDR Sterling, Ill., has figures to prove the success of the safety drive it sponsored over the Labor Day weekend.

Cooperating with Illinois State Police, WSDR directed its campaign at four counties—Whiteside, Ogle, Lee and Carroll—where 92 accidents occurred last year. The drive consisted of making a game of safety. Motorists were asked to join the home team by reducing speed and increasing caution. The score was broadcast every three hours by WSDR.

Results: An 85% reduction in traffic accidents over the holiday, as compared with last year's figures; reduction of injuries from 53 to 14; $6,400 in property damage, as compared with $60,000 in 1949; not one accident in Carroll County during the period, and a marked decrease in speed throughout the three-day period. WSDR, reporting drivers liked the idea, said it will be used on all double holidays in the future.

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois — — Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

JOS. WEED & CO.,

350 Madison Ave., New York.

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

programs promotion premiums

AM HUDDLE ● ● ●

WHBC Canton, WFAH Alliance, WHHH Warren, WMAN Mansfield and WSPD Toledo, Ohio, cooperating on huddle involving coaches of Ohio Scholastic Athletic Conference. Show switches from one city to another weekly with local coaches being asked about previous and upcoming games by sportscasters from various stations. Cooperative sponsorship in different cities planned.

MARYLAND ELECTION ● ●

WBAL-AM-TV Baltimore, Gunther Brewing Co., same city, sponsored election returns Sept. 18 on pooled facilities of stations. Headquartered in stations' "Air Theatre," with staffers in five political headquarters in hotels, police department and newsroom of *Baltimore News Post*. Extensive coverage throughout evening was given. Operation supervised by Victor F. Campbell, TV program manager, and William Rock, AM production manager. Independent AM and TV coverage were given, besides simulcasts.

WOV BROCHURE ● ● ●

WOV New York sends trade six-page olive drab brochure titled, "A New Approach to the Buying of Radio Time." Cover features white-on-black drawings of disc, cowboy hat and shamrock. Inside tells of WOV "Daily Triple," with disc matching *1280 Club*, cowboy hat, *Prairie Stars*, and shamrock, *A Ramble in Erin*.

GI DEPARTURE ● ● ●

WICC Bridgeport, Conn., Sept. 20. Special events crew picked up going-away ceremonies of city's first inductees to armed forces. Interviews with civil officials and draftees from their districts were carried. Broadcast was tape recorded and played back twice on day event took place.

FASHION FEATURE ● ● ●

WPTZ (TV) Philadelphia, *Pick Your Ideal*, Thurs., 1:15-1:30 p.m., Ideal Mfg. Co., Hammonton, N. J. Manufacturer's garments are modeled by professionals and described by Ernie Kovacs, m.c., and Andy Anderson, fashion commentator. Dresses of other manufacturers also are shown. No trade identification of any clothes is given, but phone call to listener's home gives her opportunity to pick Ideal garment as two models stand before cameras. If viewer picks Ideal, she is awarded dress in size and color of her choosing. If she fails, consolation prize is awarded. After call, details of Ideal dress are shown.

PRINTED VERSION ● ● ●

KIRO Seattle staff of *Housewives Inc.* are supplying column weekly to five local newspapers. Column is printed version of show featuring Judith Lane. Future outlets for column planned.

FIRE COVERAGE ● ● ●

WAGA-TV Atlanta, Ga. Fire in Masonic Temple Bldg. covered by station with Staff Photographer Norman Gray shooting from ground, and Agency Director Bob Johns covering blaze in seven story building from atop neighboring structure. Fire started at 1:30 p.m., and first pictures were telecast at 5:30 p.m. Re-edited versions were presented at 6:45, 8 and 10:30 p.m.

EDUCATION'S VOICE ● ● ●

WNOE New Orleans, La., *L. S. U. Speaks*, Sun., 1 p.m. Half-hour show keynotes speaker from state university discussing higher education's relation to topic of current interest, plus music by faculty and students and interviews with visitors. Program aired weekday mornings at 6:30, utilizes theme, "Adjusting Louisiana Agriculture to the '50's." Daily afternoon feature carried to elementary classrooms in state from "School of the Air." All programs originate live at WLSU (FM), school's outlet, and are relayed to WNOE.

SPECIAL SERVICE ● ● ●

WPIX (TV) New York instituting special "telephone order service" for its mail-order advertisers. Murray-Hill 7-1100 will be used by buyers to place immediate C.O.D. orders for products and services advertised on WPIX. Oct. 1 is deadline for all accounts wishing to move mail-order arrangements to station's new exchange, station announces.

QUAD-NEWS ● ● ●

WTOP-TV Washington, Mon.-Fri., 6:30-7 p.m., *Top of the News*. Roundup of top news with specialists in each field discussing current developments in: world news, aided by charts and maps; five minutes of film news; sports scores and reviews, and "People in the *Washington Post*" segment. Latter section is devoted to interviews, by Newsman Joe Wershba, of someone written up in paper that day, or interview with reporter covering important developments.

ROUNDUP SHOW ● ● ●

KNX HOLLYWOOD, *Ralph Story Show*, Mon.-Sat., 5:25-7:30 a.m., PDT. Combination of music, entertainment, news and weather reports with Ralph Story as star. Will feature daily direct broadcast from CBS correspondents in Korea; daily marketing reports by Bob Wilson, KNX farm director; additional news and weather reports every 30 minutes. Mr. Story writes program; Robert Hafter supervises.

BOOKLETS ● ● ●

WKY-TV Oklahoma City in cooperation with Oklahoma Gas & Electric Co. carried 30-second spots inviting listeners to write for booklet on how to light their homes for television. Station reports it received over 2,000 requests, some from as far as St. Joseph, Mo., 325 miles away.

KDYL-TV FEATURES ● ●

KDYL-TV Salt Lake City, *Penthouse Studio*, weekdays, 3-4 p.m. Alice Woolf, operator of school of creative art, shows housewives how to utilize household materials to make ceramics, clay figures, table decorations, etc. Evening feature of station is *Your Video Reporter*, Thurs., 8:30. Visiting guest interviewed by Emerson Smith, program director, Dr. Rex Skidmore, professor of sociology at U. of Utah, and Anthon Cannon, associate professor. Mr. Smith introduces current topic for preliminary discussion, after which family and marital problems are talked over.

BACK TO WORK ● ● ●

WRGB(TV) Schenectady, N. Y., sending public post cards announcing return from vacation of *The Alan Young Show*, sponsored by Esso Standard Oil Co. Card gives time program will be heard, and urges listeners to give star welcome.

WHILE awaiting his plane at Jackson Airport, Jackson Hole, Wyo., C. B. (Brownie) Akers, vice president of KRMG Tulsa, Okla., keeps informed on doings in his field with a copy of BROADCASTING-TELECASTING.

Strictly Business

(Continued from page 14)

when he joined the Edward Petry Co. as salesman. He remained with the organization until early this year when he was offered and accepted his present position with the Taylor Co. as vice president.

Mr. Venard is married to the former Myrtle Hazzard and the couple live in the Bronxville section of New York.

He claims no off-hour hobbies, but his intimates insist that he still spends his leisure figuring out new ways of helping old friends.

CKFH is call letter of new 250 w station on 1400 kc being built at Toronto by Sportscaster Foster Hewitt. Contract for erection of towers given Ajax Engineers Ltd., Toronto.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

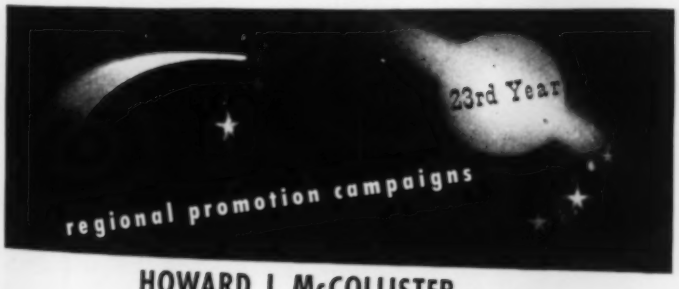
Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas



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FCC Actions

(Continued from page 85)

Applications Cont.:

unl. to 930 kc 1 kw unl. DA-N. AMENDED to change name from Radio Station KWOC to Poplar Bluff Bcstg. Co., and request 930 kc 1 kw-D 500 w-N DA-2.

AM—1140 kc

KSOO Sioux Falls, S. D.—CP AM station to change from 1140 kc 5 kw L to 1140 kc 10 kw unl. DA-N. AMENDED to request 10 kw-D 5 kw-N DA.

AM—1380 kc

Atascosa Bcstg. Co., Pleasanton, Tex.—CP AM station 990 kc 1 kw D AMENDED to request 1380 kc 1 kw D.

AM—1600 kc

Prairie Bcstg. Co., Beaver Dam, Wis.—CP AM station 740 kc 250 w D AMENDED to request 1600 kc 1 kw D.

License for CP

WBIP Booneville, Miss.—License to cover CP AM station.

License Renewal

Request for license renewal AM station: KXOA Sacramento, Calif.; KCLO Leavenworth, Kan.; WAFB Baton Rouge, La.; WHOM Jersey City, N. J.; WNJR Newark, N. J.; WBNX New York; WBNS Columbus, Ohio; KMUS Muskogee, Okla.; WCOJ Coatesville, Pa.; KQV Pittsburgh; KFYN Bonham, Tex.; KGLU Safford, Ariz.; KJCK Junction City; KSUM Fairmont, Minn.; WJJL Niagara Falls, N. Y.; WFBL Syracuse, N. Y.; KASH Eugene, Ore.; KTSM El Paso, Tex.; KMAE McKinney, Tex.; WWSR St. Albans, N. Y.

AM—690 kc

KUSD Vermillion, S. D.—CP AM station to change from 920 kc 500 w ST to 690 kc 1 kw D DA.

Modification of CP

KJEF Jennings, La.—Mod. CP AM station to change from 1290 kc 500 w D to 1290 kc 500 w unl. DA-N.

WARA Attleboro, Mass.—Mod. CP AM station to change name of permittee from Jackson Assoc. Inc. to Attleboro Radio Assn. Inc.

WGAF Valdosta, Ga.—Mod. CP new FM station for extension of completion date.

WIBA-FM Madison, Wis.—Mod. CP new FM station for extension of completion date.

WJZ-TV New York—Mod. CP new commercial TV station to change ERP from 3.8 kw vis., 1.8 kw aur. to 3.5 kw vis., 1.75 kw. ant. to 1,401 ft.

Modification of License

WHVA Poughkeepsie, N. Y.—Mod. license FM station to change ERP from 2.3 kw to 3.25 kw, ant. to 1,200 ft.

FM—88.9 mc

WERS Boston, Mass.—CP noncommercial educational FM station to change from 88.1 mc to 88.9 mc and ERP from 10 w to 250 w.

APPLICATIONS RETURNED

License Renewal

WSPC Anniston, Ala.—RETURNED request for license renewal AM station.

KSTT Davenport, Ia.—RETURNED Sept. 12 license for CP to change frequency, increase power etc.

September 19 Decisions . . .

BY THE SECRETARY

WRHC Jacksonville, Fla.—Granted license new AM station and specify studio location: 1400 kc 250 w, unl.

WGTA Summerville, Ga.—Granted license new AM station: 950 kc 1 kw D.

WSGW Saginaw, Mich.—Granted license for new AM station; 790 kc 1 kw unl. DA-2.

WHHM Memphis, Tenn.—Granted license install alternate main trans. at present location of main trans. on 1340 kc 250 w unl.

WGET Gettysburg, Pa.—Granted license new AM station; 1450 kc 250 w, unl.

WGAD Gadsden, Ala.—Granted license change power, trans. location, DA-N, install new trans. 1350 kc 1 kw 5 kw-LS, DA-N, unl.

KFGQ Boone, Ia.—Granted license install FM ant. on AM tower.

WJPB Fairmont, W. Va.—Granted license for new FM station; Chan. 222 (92.3 mc) 4.8 kw 240 ft.

KVOF-FM El Paso, Tex.—Granted license for new noncommercial educational FM station. Chan. 203 (88.5 mc) 10 w.

WOKY Milwaukee, Wis.—Granted mod. license to change corporate name to Bartell Bcstrs. Inc.

WHIM Providence, R. I.—Granted mod. license to change main studio location.

WKBI St. Mary's Pa.—Granted mod. license to change name of licensee to Kenneth E. Rennekamp and Cary H. Simpson d/b as The Elk-Cameron Bcstg. Co.

KRBM Bcstrs. Bozeman, Mont.—Granted CP and license for new remote pickup KA-7619.

KVOC Bcstg. Co., Casper, Wyo.—Granted CP and license for new remote pickup KA-7620.

Wilson, N. C.—Granted CP and license for new remote pickup KA-3892.

WKNE Keene, N. H.—Granted CP to install new trans.

WHLI Hempstead, N. Y.—Granted CP to install new trans. as aux. trans. at present location of main trans. to be operated on 1100 kc 250 w for aux. purposes only.

WGNC Gastonia, N. C.—Granted CP to install new trans.

WTMV East St. Louis, Ill.—Granted CP to install new trans.

WSOY Decatur, Ill.—Granted CP to install new trans.

WKRO Cairo, Ill.—Granted CP to install new trans.

WABI Bangor, Me.—Granted CP to make changes in automatic frequency control equipment.

Tri Cities Bcstg. Co., Baytown, Tex.—Granted CP for new remote pickup KKE-208, KA-7618.

San Juan Bcstg. Co., Durango, Col.—Granted CP and license new remote pickup KA-7316.

South Central Ky. Bcstg. Co. Inc., Campbellsville, Ky.—Granted CP for new remote pickup KA-7616.

Queen City Bcstg. Co. Inc., Seattle, Wash.—Granted CPs for new remote pickups KA-7613-4-5.

Hilliard Co., Scottsbluff, Neb.—Granted CP new remote pickup KAB-730.

WSM Inc., Mobile, Area Nashville, Tenn.—Granted CP new experimental TV relay KA-7611.

KUMO Boone County Bcstg. Co., Columbia, Mo.—Granted mod. CP to change type trans. conditions for ext. completion date to 1-15-51.

WSM-TV Nashville, Tenn.—Granted mod. CP to make ant. trans., and other equipment changes.

WIEL Elizabethtown, Ky.—Granted mod. CP to make changes in ant. and ground systems; conditions.

The Uncompaghre Bcstg. Co., Montrose, Col.—Granted CP and license for new remote pickups KA-7454, KA-6890.

Cascade Bcstg. Co. Inc., Yakima, Wash.—Granted CPs and licenses new remote pickups KOB-585, KA-7599.

WOKY Nr. Greendale, Greenfield, Twp., Wis.—Granted mod. CP to change main studio location.

KVIM New Iberia, La.—Granted mod. CP for approval of ant., trans. and studio locations.

WRIB Providence, R. I.—Granted mod. CP to change type trans.

KSEY Seymour, Tex.—Granted CP for approval of ant., trans. and studio locations.

WARM Scranton, Pa.—Granted mod. CP for extension of completion date to 3-27-51.

The Scioto Bcstg. Co., Portsmouth, Ohio—Granted license remote pickup KA-5239.

Isle of Dreams Bcstg. Corp., Miami, Fla.—Granted license new remote pickup KA-2029.

KRLD Radio Corp., Dallas, Tex.—Granted license new remote pickup KKD-697.

Paul A. Brandt, Mt. Pleasant, Mich.—Granted license change existing remote pickup KA-7159 26.43 mc; 40 w; F3 emission.

"Show-Me" Bcstg. Co., Rolla, Mo.—Granted license for new remote pickup KA-7475.

Lee-Smith Bcstg. Co., Faribault, Minn.—Granted license new remote pickup KA-7160.

Wm. Penn Bcstg. Co., Philadelphia—Granted license new remote pickup KA-2655-6.

Jose Ramon Quinones, San Juan, P. R.—Granted license for new remote pickup KA-7227.

KMMJ Inc., Grand Island, Neb.—Granted license change existing remote pickup KA-771 (153.35 mc; 50 w A3 Emission).

Carleton W. Morris, Area, Bisbee, Ariz.—Granted license new remote pickup KA-6984.

Hilliard Co., Scottsbluff, Neb.—Granted license new remote pickup KA-7162.

Turlock Bcstg. Corp., Turlock, Calif.—Granted license new remote pickup KA-3891.

Lycoming Bcstg. Co., Williamsport, Pa.—Granted license new STL KQA-90.

Radio Service Corp. of Utah, Salt Lake City, Utah—Granted mod. license KA-5553 to change frequencies to 26.19, 26.29, 26.39 mcs, to be used with Station KSL-FM in addition to KSL.

The Birmingham News Co., Birmingham, Ala.—Granted mod. license KA-3030 to change frequencies to 26.25, 26.35 mc.

KRLD Radio Corp., Dallas, Tex.—Granted mod. license KA-5509-10-11 to change frequencies to 166.25 mc, and to be used with KRLD AM-FM-TV; to change frequencies to 26.45 mc and to be used with KRLD-AM-FM-TV.

All Oklahoma Bcstg. Co., Tulsa, Okla.—Granted CPs new remote pickups KA-7603, KKA-201-2.

Queen City Bcstg. Co. Inc., Seattle, Wash.—Granted CP to make changes in existing remote pickup KA-4979 to change power from 50 to 40 w emission from A3 to F3 and equipment to WE BC-604 mod. 40w.

KOBK Owatonna, Minn.—Granted mod. CP for approval of ant. and trans. location, and specify studio location and change type of trans. condition.

KYUM Yuma, Ariz.—Granted mod. CP for extension of completion date to 3-15-51.

WOAK Oak Park, Ill.—Granted mod. CP for extension of completion date to 10-1-50.

WKNK Muskegon, Mich.—Granted license increase daytime power and install new trans.; 1600 kc, 5 kw-D 1 kw-N DA-N, unl.

KGVO Missoula, Mont.—Granted license increase in nighttime power, install new trans., DA-DN and change trans. and studio location.

WGES Chicago—Granted license change DA pattern.

KRGV Weslaco—Granted license increase power, install new trans. and DA for night use, mount FM ant. on top north tower; change trans. and studio locations.

WKOP Binghamton, N. Y.—Granted license change frequency, power, hours of operation and install DA-N 1360 kc, 1 kw D 500 w-N.

WIVY Inc., Jacksonville, Fla.—Granted CP for new remote pickup KA-7617.

WPMP Pascagoula, Miss.—Granted mod. CP for extension of completion date to 2-7-51.

Following granted mod. CPs for extension of completion dates as shown: WFMZ Allentown, Pa. to 2-22-51; WNAC-FM Boston, Mass. to 1-1-51; WRGA-FM Rome, Ga. to 12-15-50; WRVC Norfolk, Va. to 3-15-51.

WAVE-TV Louisville, Ky.—Granted mod. CP for extension of completion date to April 12, 1951; granted in part application to make ant. changes; decreased to 7 kw visual, 3.5 aural; antenna 510 ft.

ACTION ON MOTIONS

By Hearing Examiner H. B. Hutchison

Gulf Beaches Bcstg. Co. Inc., St. Petersburg Beach, Fla.—Granted petition for indefinite continuance of hearing now scheduled for Sept. 18 at Washington, D. C. on its application.

By Hearing Examiner Leo Resnick

KRMG Tulsa, Okla.—Ordered that transcript of record of hearing in pro-

(Continued on page 91)

NEW, seven-ounce American D-33, full vision dynamic microphone is used by Yvonne De Carlo, Universal-International star. Produced by American Microphone Co., Pasadena, Calif., the microphone has a one-inch diameter head providing full vision for artist and audience.

Wanted—a Torch

GLENN SNYDER, general manager of WLS Chicago, *thought* he had seen everything. Now he knows it. Last week he received the following letter.

"Dear Sir:

I am writing you in regard to an appointment on your *National Barn Dance*. I play any song I know on an acetelyne cutting torch. Would there be any chance of getting on and would there be any pay for same? If I could pick up a few extra bucks they would come in awful nice right now.

(name deleted)

P. S. I don't have any torch. Got one I can borrow?"

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Station manager, with sales background for network station in Ohio. Single station in manufacturing city of 65,000; also serves large rural area. Give in first letter actual station management and sales experience; personal and family statistics; reason for leaving last two positions; references; photo; income desired. Station operating at a profit, but good management will produce better results for clients and greater profit for station and the manager. Box 395G, BROADCASTING.

General manager for 250 watt independent midwest station city of 14,000. Excellent opportunity. Replies will be kept confidential. Box 414G, BROADCASTING.

Experienced manager for local (250 watt) fulltime station in progressive east coast community of 15,000. Opportunity to buy up to fourth interest; requires 5-7 thousand. Will stand closest investigation. Give full details in confidence. Box 444G, BROADCASTING.

Sales manager wanted, 5000 watt, southern independent, experienced, live wire, hustler under 35 who can build strong sales organization, unusual opportunity, confidential, write fully, send photo. Box 467G, BROADCASTING.

Topflight manager. Profitable, progressive 250 watt network affiliate. Medium, eastern, college city. Ability to promote good programming, build strong aggressive staff, increase local, national sales. Only managers with proven ability, record considered. References required. Photo. State salary. Box 468G, BROADCASTING.

Commercial - manager - salesman, 1000 watt network station southwest. Substantial guarantee plus percentage override. Full background and references first letter. Box 471G, BROADCASTING.

Salesman

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Texas ABC station desires aggressive, experienced salesman. Permanent. Equitable compensation. Box 476G, BROADCASTING.

Help wanted: Hard hitting salesman for the rich Syracuse market. Top draw and commissions and incentive plan. 5000 watt station. Send experience and photograph. Immediate vacancy. Box 480G, BROADCASTING.

Wanted: Experienced time salesman for an eastern non-competitive market. Salary plus incentive arrangement. Please furnish details of experience. Box 511G, BROADCASTING.

24-hour-a-day, independent station, in market of 600,000, with second highest Hooper rating in area, desires experienced, conscientious, hard working, radio time salesman. Will pay good drawing account against 15% commission. Car necessary. Rush complete resume and late snapshot, if available, to Box 513G, BROADCASTING.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Announcer, experience necessary. Send disc, photo, draft status, full information first letter. Box 403G, BROADCASTING.

Program director, sports announcer for New England station. Must have good background in programming and sports. Send salary requirements and complete details in first letter to Box 463G, BROADCASTING.

Help Wanted (Cont'd)

Wanted by California station, combination men with ticket who can announce and write copy. Also girl Friday. West coast applicants only. Box 472G, BROADCASTING.

Here's your chance! Morning man wanted at progressive independent station, middle Atlantic states, disc show and commentary. Live wire. Write Box 487G, BROADCASTING.

Experienced announcer-engineer with emphasis on announcing, no accents. Air mail audition, complete information, outstanding southern ABC LBS affiliate. Box 494G, BROADCASTING.

Wanted: Combination announcer-first class license man, $75.00 for forty hours. Announcing must be good. Southeastern network station. Box 501G, BROADCASTING.

5000 watt, Wisconsin NBC station wants an early bird. An announcer who is experienced in appealing to a rural audience. Must be sincere, friendly and not a comedian. A good job for the "right man." Send application, references and audition disc to Box 502G, BROADCASTING.

Combination announcer-engineer with first phone ticket. Accent on announcing. Send disc, picture. Good chance for advancement. KAVR, Havre, Montana.

Need combination engineer-announcer. Emphasis placed on announcer. Also some sports. Must have experience. Contact C. R. Horne, KXRJ, Russellville, Arkansas.

Immediate opening announcer-engineer, emphasis on announcing. Some experience preferred. Send disc, background, draft status, salary requirements. WDEC, Americus, Georgia.

Staff announcer, board operation essential. Full information, first letter, send disc. WGEM, Quincy, Illinois.

Help wanted: Experienced announcer for 250 watt NBC affiliate, WGRM, Greenwood, Mississippi.

Announcer-engineer. 1st class ticket. Network affiliate, ideal working conditions and advancement opportunity. Must be good announcer. Air mail disc, salary requirements, full details. WHIT, New Bern, N. C.

Announcer, disc jockey with experience in record shows slanted to the listening housewife. Must have good voice; knowledge of records and problems of this "typed show" and have a willingness for work. Not less than three years experience in radio preferred. Send disc, photo and written details as well as salary expectations, WHTN, Huntington, West Virginia.

We are looking for top sportsman. The man we pick must be able to satisfy Indiana basketball fans, must be able to do excellent football broadcast. We'll pay well for right man. Opening available immediately. Do staff work also. If you're good DJ also, so much the better. Contact J. C. Jeffery, WIOU, CBS affiliate, Kokomo, Indiana. Telephone 6194.

Experienced announcer with sales appeal southern audience capable contributing ideas, good production to present AM and future TV. $60 base plus talent. Supply full details, no disc, to J. B. Fuqua, WJBF, Augusta, Ga.

Announcer-operator wanted. State details, salary requirements etc. first letter. Personal interview necessary. WKTY, La Crosse, Wisconsin.

Combination announcer-operator. First class phone license required. Emphasis on announcing. Send audition disc, photograph, personal references, salary requirements first letter. J. Gordon Keyworth, Manager, WMNB, North Adams, Mass.

Technical

Immediate opening with 1000 watt independent for combination man with first class ticket. Must be able to announce. Box 340G, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Operator with a first class ticket for WFNC, Fayetteville, North Carolina. Please wire or call.

Production-Programming, others

Wanted immediately, experienced girl to produce, write, air and sell woman's program. Give qualifications and salary expected. Box 310G, BROADCASTING.

Program director for only network station in small northeastern market. Must have at least two years announcing experience with complete knowledge of program director's responsibilities. Opportunity for young family man to be important asset to station. Write, stating salary expected, giving references and complete background. Box 462G, BROADCASTING.

Sports director midwest, play-by-play pro basketball, football. Box 474G, BROADCASTING.

Wanted program director capable of doing some announcing. No play-by-play, sports and little news. $60 to start. $75 after one month, if suitable. Do not call, or send disc. Write or wire Wm. Kemp, KVER, Box 1388, Albuquerque, New Mexico.

Woman continuity director. Some air work. Rush photo, disc and copy samples. Larry Filkins, KSCB, Liberal, Kansas.

Commercial copywriter, male or female. College training in advertising and English, or equivalent. Good typist. Send copy samples, photograph, personal references, salary requirements first letter. J. Gordon Keyworth, Manager, WMNB, North Adams, Mass.

Wanted, male or female stenographer. Secretary to owner group of Mutual affiliates. Starting salary $50 or more weekly, depending on ability and experience. Write or wire Wm. T. Kemp, KVER, Box 1388, Albuquerque, New Mexico.

Television

Technical

Engineer for TV-AM inter-city relay. Must have good recommendation. Give full particulars first letter. WSAZ-TV, Huntington, West Virginia.

Situations Wanted

Managerial

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Manager (with investment); Thoroughly experienced manager, definitely sales minded, seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

FM losing money? Manager-consultant team has put four FMs into black. Two by straight selling. Two by combinations of transit radio, background music and storecast. No ivory tower but basic sales and promotional results. If you want the unbiased, inside operating facts on all AM specialized services before you invest, our experience with all three can be related to your market to determine if transit radio, storecast and or background music are for you. If another plan shows promise or your FM is hopeless, we show you why. If already engaged in some form of FM specialized service, you can probably use our sales "know-how". Does your FM or, possibly, AM need us? Box 305G, BROADCASTING.

Situations Wanted (Cont'd)

Former commercial manager of 50 kw station going back into radio. Out of radio for two years to be executive in large manufacturing concern. Experience includes four years display advertising with large daily and three years in farm magazine as advertising manager. Solid citizen with small family and top level references. Can change October 1. Box 354G, BROADCASTING.

Tried and tested trio. Successful management, sales, programming, announcing. Available usual notice. Manager-commercial manager, program director-announcer and staff announcer. Latter two excellent play-by-play sports, news, DJ and general staff. Manager handle complete sales. Presently operating fulltime net in small market. Good reason for desiring change. All draft exempt. Prefer station with opening for all three. Box 399G, BROADCASTING.

Reduce overhead with manager to fill multiple jobs; business and promotion manager, sportscaster with Mutual affiliate, three station market of 60,000. Desire like position similar market or station management smaller market. Consider option purchase all or part. Ten years experience radio, newspaper management, ownership. Prefer west. Outstanding references. Box 419G, BROADCASTING.

Want to settle in central Florida. Have sixteen years radio experience: operations, special events, announcing programming, production, musical direction and public relations. Ten concurrent years working in production of motion pictures, co-ordinating, writing, narrating. Last four years devoted to preparing and carrying out radio campaigns for advertisers on both AM and TV. Family man, aged 42, veteran. Box 421G, BROADCASTING.

Young manager 1 kw southern station desires position as assistant manager or program director in larger market. Married, veteran, college graduate, excellent references. Prefer N. C. or southeast. Box 464G, BROADCASTING.

Commercial manager-salesman. Wants to locate in Florida. Plenty of experience in agency and radio. Write Box 490G, BROADCASTING.

Manager, program director, salesmanager. Highest industry references and requisites. Can cover all phases station operations and produce going concern. College degrees; average age. Can assume control of new CP or turn loosing station into profitable operation. Sound, long range policy. Large and small market experience. Expert low cost operation. Desire to relinquish control of present station. No fly-by-night investors need apply. We are reliable, sound radio businessmen. Box 497G, BROADCASTING.

Salesmen

Time salesman: Just a plain salesman. No flare, straight from shoulder operation. Must have interview. Central states only. Box 478G, BROADCASTING.

Experienced salesman. 38, with eight years radio background. Wants change. Reliable, conscientious worker with good references. Salary and commission. Box 482G, BROADCASTING.

Announcers

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Almost 20 years experience announcer, newscaster, special events man, copywriter, producer. Draft exempt. Have worked on all types stations, 250 watts to 50 kw. Congenial, capable, educated. Neat appearance, rich resonant voice, best references. Available now. Box 300G, BROADCASTING.

Announcer, former staff 5,000 watt NBC affiliate. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers on this earth. Box 356G, BROADCASTING.

Mature veteran, 2 years college, 2 years drama and radio school (television). Singer, fair typist, broad background. Desires position as announcer. Disc on request. Box 400G, BROADCASTING.

I guarantee nothing. My voice speaks. My copy delivers. Two years experience. Box 418G, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Announcer, some experience, wishes to relocate, willing to travel, disc available. Box 461G, BROADCASTING.

Announcer, DJ: experienced, excellent staff and music man. Available immediately. Box 465G, BROADCASTING.

Announcer, draft deferred, recent B. A. speech major, non-commercial experience. Control board, union pianist-organist, member RWG. Mature, versatile, dependable. Disc and photo. Travel anywhere. Box 466G, BROADCASTING.

Experienced sports play-by-play, plus local news coverage means top Hoopers, newspaper trained, two journalism degrees, family man, 31, veteran, prefer east, first class references. Box 469G, BROADCASTING.

Graduate of school of radio technique wants first job, trained in all phases of broadcasting, including operation of console, travel anywhere. Box 483G, BROADCASTING.

Attention Illinois stations. Married vet, 3 children, forced by wife's need of operation moving to Illinois desires combo job. 5½ months southern affiliate. Sports, news, disc shows, first phone, CREI and NAOB, energetic honest, reliable. Box 485G, BROADCASTING.

Announcer-engineer. Two years, plus. Experienced newscaster, commercial announcer. All types record shows and remotes. Willing, conscientious staff announcer. Single, 30, with net affiliate presently. Answer all. Box 489G, BROADCASTING.

Staff announcer: Thirty four years old seeks permanent employment. High school graduate, business school. Purdue University one year. Married, father of four children, twelve, nine, six and three respectively. Active in civic organizations. Member of First Baptist Church. Experience includes, one and one half years two hundred and fifty watt independent, six and one half years five thousand watt NBC affiliate. Commercial traffic, board and control room operation and music director. Will consider all offers with opportunity for advancement. Would consider program director in independent station. Box 491G, BROADCASTING.

News editor-announcer. Young but experienced. Strong on sports. Draft year away. Will start at $45. Presently employed. Will travel. Don't write unless really interested. Box 493G, BROADCASTING.

Announcer with experience and top references. Present manager knows of desires to improve my earnings and position. He'll tell you, when contacted, that my announcing has done "a real selling job" for him. Box 495G, BROADCASTING.

Staff announcer, newlywed, draft exempt vet. Age 31, 6-foot-2, 172 lbs., neat, good mixer. College education plus NBC Radio Institute. Can handle farm programs. Box 498G, BROADCASTING.

Mature, versatile ideas and voice. Strong as air salesman and newscaster. Presently employed as program director-announcer but wish larger market area. $75 minimum. Box 500G, BROADCASTING.

Combination announcer-operator, competent, reliable. Familiar all phases control board operation. Settle small community. Details, disc available, air mail. Box 505G, BROADCASTING.

Combination man, 1st phone license. Vet, sober, single, 23, light experience, looking for future in radio, willing to settle in small community, please state starting salary, details available air mail. Box 506G, BROADCASTING.

Announcer, writer, board. Heavy experience radio and television. Disc available. Box 507G, BROADCASTING.

Experienced announcer, writer, board. All phases radio. Disc will prove. Box 508G, BROADCASTING.

Young, college, experienced, all-round announcer, strong sports, board. Disc available. Box 509G, BROADCASTING.

Announcer, draft exempt, family man, experience plus training. Strong news, commercials, DJ, west, northwest or southwest, but consider anything. Box 512G, BROADCASTING.

Chief announcer, presently employed large northwest ABC affiliate, desires change. Veteran, married. Experienced all phases. Six years experience. Box 516G, BROADCASTING.

Two man team. Both strong announcing, writing, board. All phases radio, TV agency experience. Show credits. Box 508G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, ten year man, experience at two 50 kw kilowatt stations, also year and a half television, desires good staff job or news or sports director position. Available October 15th. Box 518G, BROADCASTING.

Announcer, DJ, commercials, news, special events. Work console. Travel. Draft exempt. P. O. Box 87, Maywood, Illinois.

Experienced topflight staff announcer with network delivery desires to locate with established station. Proven air salesman. Distinctive, mature voice. Versatile all phases programming. Excellent recommendations. Mark Andrews, 3148 Wilson Ave., Chicago. Phone Irving 8-1681.

Announcer, excellent voice, five years experience. Heavy on news and commercials. Good background. Will travel anywhere for good opportunity. Single, draft exempt. Write or wire Carmine Anthony, 736 Evergreen Avenue, Chicago 10, Illinois.

Announcer, commercials, news, DJ, interviews. Write continuity. Friendly style. Veteran. Thoroughly trained. Photo, disc on request. John Boden, 3033 S. Troy, Chicago 23.

Announcer, experienced, AM-FM, commercials, news, music. Draft exempt, available immediately. Frank Foley, 555 West 186 Street, New York 33, N. Y.

Broadcast operator. Available for immediate service. Very interested in ham radio. Upson Howard, Blackville, S. C.

Eddie Lambert stops Eddie Cantor show on NBC. Listen to it yourself. Audience reaction overwhelming everywhere. This singing disc jockey demands audience and sponsor attention. Has 2½ years of successful Hoopers. Eddie Lambert is fresh, youthful, pleasant and is definitely radio and TV material. Your station needs a show stopper. Act today. Metropolitan outlets offering good deal write for audition discs. Eddie Lambert, 1029 49th St., Brooklyn, N. Y.

Announcer, specialize in news, music, general announcing. Deferred veteran. Send for disc, data, photo or personal audition. Ray Maurine, 30 W. Chicago Ave., Chicago.

Announcer, television and radio production. Young vet. Good selling delivery. One year staff announcing Mutual affiliate. Three years theatre, radio, television with Pasadena Playhouse. Director-writer two local radio shows. Assistant to director, Hollywood television station. Excellent background and references. Prefer position with station either now or contemplating television. Location no problem. Write: Harry W. Meuschke, 435 South El Molino, Pasadena, California.

Trained announcers, writers, operate Gates and RCA boards. Start forty and forty five week. Pathfinder School of Radio, 1222 Oak, Kansas City, Missouri.

Experienced announcer/engineer, 17 months (1st class license) Age 28, will work New England area only. Bob Peters, 8 Upland Road, Brookline, Mass. Bea 2-1855.

Young, aggressive, all-round announcer, control board operator. Emphasis sports, play-by-play, all types. Some experience, good personality, alert. Will send full particulars and disc. Wire collect. Michael H. Wasnak, 1724 Parkview Ave., Bronx, N. Y.

Sports-staff-announcer, 3 years play-by-play experience, football, basketball, 2 years commercial announcing, college graduate. Contact Mike Wynn, 370 Columbus Avenue, New York 24, N. Y. Phone TR 7-2617.

Technical

Immediately available leading school grad. 1st class phone familiar with turntables and audio consoles. Vet, single, sober, all offers considered. Box 199G, BROADCASTING.

Chief engineer looking for permanency with an established station. Have all that it takes to operate, maintain, design and construct any size AM, FM or TV operation. Top references. Box 274G, BROADCASTING.

Chief engineer, twenty years broad technical experience including construction of two stations. Presently chief engineer of one kw. Family. Box 381G, BROADCASTING.

Straight engineer. First class phone, school grad., vet, willing to travel. Box 432G, BROADCASTING.

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer, veteran, married, experienced all phases broadcasting, construction. Permanent position, stable station, available immediately, best references. Write Box 434G, BROADCASTING.

Engineer, licensed, with high power AM-FM studio and transmitter experience desires position in northeast or eastern Ohio. Willing to do combination work in order to return to beautiful Ohio. Sixty dollar minimum. Age twenty six. Veteran with family. In Navy electronics for six years. Two years of civilian radio engineering schooling. Have car. Box 481G, BROADCASTING.

Engineer, 3 years experience. Active ham 20 years. No combo. Want permanent position. Available immediately. Have car. Box 484G, BROADCASTING.

Capable, experienced chief engineer looking for permanent position at well established station. Family man, 35 years, good worker and character. Will consider straight engineering with suitable station. Available at once. Box 488G, BROADCASTING.

Available immediately. Experienced engineer with first phone. Single, age 26. Prefer midwest or west. Have car. Eugene Brown, Alden, Iowa.

Engineer, major network experience, immediately available, can handle top shows, remotes. Know transmitters and good at construction. Write or wire c o Mrs. J. M. Chapman, 901 Argyle St., Apt. F-3, Chicago 40, Illinois.

Engineer, experienced, wants temporary basis job, at least 30 days and no longer than 90. Salary $35 per 7 day week, 50 hrs. Available only in Texas. Walter Hoffman, P. O. Box 11, Fredericksburg, Texas.

Engineer-announcer. Vet, first class ticket, schooled in announcing. Ability, willingness to learn. Disc, photo. Travel anywhere. John Norton, 1431 W. Jackson Blvd., Chicago.

First phone license, experienced, want permanent job with future. Jim Turner, 6609 Avenue T, Brooklyn, N. Y.

Production—Programming, Others

Two heads are better than one! Male writing team presently employed midwest. Numerous network credits AM and TV, mystery, drama, juvenile, comedy. Available for part or fulltime team assignments. Creative, imaginative, adaptable. Box 401G, BROADCASTING.

Program director, three years experience network and independent stations. Excellent voice, best references and excellent qualifications. Veteran. Box 402G, BROADCASTING.

Highly successful as personality, DJ, copywriter in small market; let's both make money in larger market. Southeast preferred. Box 470G, BROADCASTING.

Continuity writer. Capable of intelligent, crisp commercial copy, desires position with small progressive organization. Young, conscientious, dependable. Preferably no announcing. Box 479G, BROADCASTING.

Young woman with future desires job with future. Past includes college degree, one year newspaper reporting, three years radio commercial and news writing, servicing accounts, traffic and woman's show. Presently employed. Future open for suggestion. Box 496G, BROADCASTING.

Program director, presently employed. Ten years of experience in all phases of station operation. Midwest preferred. Complete background and references on request. Box 499G, BROADCASTING.

Program director, sportscaster, experienced in all phases of station operation, sales and promotion. Available, no draft status. Box 517G, BROADCASTING.

Television

Salesman

Time salesman: Top man. Wish to advance. That's all brother! Box 477G, BROADCASTING • *TELECASTING*.

Technical

Vet, first phone, AM studio and transmitter broadcast experience, intensive training on studio and field television equipment in courses at television station WPIX and Television Workshop. Can set up pictures on video control unit, operate camera, switcher, mike boom. Will relocate. Box 424G, BROADCASTING • *TELECASTING*.

For Sale

Stations

$25,000 buys 35% or majority stockholding in a fulltime high power AM plus FM independent station. Currently in black on expanding gross. Give financial qualifications in first letter. Possibility for active or inactive investment. Box 387G, BROADCASTING.

St. Louis area, 20% interest in WIBV, Belleville, Illinois. Profitable operation, rich trade area, real bargain, $3,000. Box 486G, BROADCASTING.

Fulltime local MBS single station market, no TV threat, west central Texas, always in black. Box 492G, BROADCASTING.

1000 watt AM daytimer and 14 kilowatt FM fulltime. Controlling interest for sale. Located in Virginia. Identify yourself fully in confidence and state information wanted. Box 503G, BROADCASTING.

Equipment, etc.

For sale: 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 297G, BROADCASTING.

Rek-O-Kut transcription cutting table, 16 inch, largest size, complete, like new, $800.00 value for only $600.00. Box 315G, BROADCASTING.

For Sale, Gates 250-C transmitter; type 300, Winchargtower, 280 feet, guyed; Gates limiter; one set 3-a lighting. Write Manager, KSTT, Davenport, Iowa.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM Wilmington, Delaware.

Complete Gates 250 D "Customaire" xmeter with modulation monitor, frequency monitor and limiter amplifier, all Gates. Wincharger type 101, 150 foot guyed tower equipped with A3 lighting. Equipment two years old. Contact Webster Taylor, WMIK, Middlesboro, Kentucky.

Wincharger tower, type 300,350 feet high. Complete with A-3 lighting. Three years old. Excellent condition, reasonably priced. P. O. Box 739, Winston-Salem, North Carolina.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: Complete equipment for 250 watt AM broadcast. List equipment and quotations in first letter. Box 272G, BROADCASTING.

Wanted: 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter and monitor; above also for sale. Box 441G, BROADCASTING.

New or used in good condition; RCA or WE 10 kw transmitter. Advise type, price and years used. Box 460G, BROADCASTING.

Complete equipment for 250 watt AM and 250 watt FM installation. Must be in excellent condition, priced right and presently located in North Carolina or Virginia. Tell all first letter. Box 504G, BROADCASTING.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Sports Director. Must be excellent play-by-play man for football, basketball. N. E. network station, major market. Opening available immediately.
Box 519G, BROADCASTING

XUM

Situations Wanted

Technical

TECHNICAL DIRECTOR
CHIEF ENGINEER OR ASSISTANT

Proven ability; 20 years experience in radio, television, FM, high frequency, high power. Strong on installation and maintenance of television equipment. Degree and advanced work. Former Western Electric engineer. Networks; color television? U. S. or South America.

BOX 449G, BROADCASTING

Production-Programming, others

A WRITER SEEKS

AM or TV staff connection or assignments. Will trade years of successful background in comedy, drama, mystery and variety for a liveable income in any city. Samples, of course, plus plenty of solid boosters. Box 515G, BROADCASTING.

Wanted to Buy

Equipment

Wanted:

Used one kilowatt transmitter and 205 foot tower.

Box 475G, BROADCASTING

Miscellaneous

NEED SPACE?

Compact production facilities for rent including small studio 20' x 40', lights, camera equipment, complete editing facilities, Western Electric magnetic film recorder, location vehicles, etc. Inquiries invited.

BOX 510G, BROADCASTING

CANADA LISTENING

Freeman Makes New Study

A NEW STUDY on audience listening is being developed by Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto, which is to be previewed at the forthcoming convention of Western Assn. of Broadcasters, at Calgary, Sept. 28-30.

Mr. Freeman has taken a sample area in western Canada and shown how all stations in the area have larger "circulation" than any Canadian weekly or monthly magazine in the area, using Bureau of Broadcast Measurement and ABC figures. Mr. Freeman expects Canadian stations may underwrite the system for presentation to advertisers and agency executives.

WEST COAST broadcasters at NAB District 16 meeting in Hollywood [BROADCASTING, Aug. 28] discuss integration of national and regional functions with NAB President Justin Miller (r). Confering with Judge Miller are (l to r) A. E. Joscelyn, president, Southern California Broadcasters Assn. and director of operations, CBS Hollywood; Donn B. Tatum, president, California State Broadcasters Assn. and vice president, general counsel, Don Lee-Mutual Broadcasting System; Calvin J. Smith, NAB District 16 director and general manager, KFAC Los Angeles.

WATG ON AIR

FM Station Adds AM Outlet

WATG Ashland, Ohio, which has been operating on the FM band, expanded its listening audience last Monday (Sept. 18) when it commenced fulltime AM broadcasting operations. The outlet was formally dedicated Monday evening when Louis Bromfield, author and conservationist, threw the transmitter switch.

WATG operates with 250 w fulltime on 1340 kc. Its sister station, WATG-FM, broadcasts on Ch. 267 (B), 101.3 mc, with 10.2 kw. The outlets are owned and operated by Robert M. Beer and Edgar Koehl, co-publishers of *The Ashland Times-Gazette*.

GOES COMMERCIAL

Bahaman Radio Policy Change

TO IMPROVE its programming, Bahaman radio has gone commercial.

Kenneth R. Ingraham, director general of telecommunications, told BROADCASTING that the government owned ZNS Nassau—only broadcasting station in the Bahamas—has abandoned its policy of noncommercialism because otherwise it was financially impossible to present highest quality programs.

The station, on 1540 kc with 5 kw, has been on the air since 1937 and broadcasts 15 hours a day. Mr. Ingraham, who is representing the Bahamas in the NARBA conference now in progress in Washington (see story this issue), said the change was made Aug. 1 shortly before he left Nassau and that ZNS at that time had about 35 sponsors buying spot announcements and programs. Though he thought it too early to appraise results, he said the change is permanent, not a try-out.

'SILLY WILLIE'

WFIL Safety Drive Begins

DRIVE to surpass last year's award-winning "Silly Willie" traffic safety campaign that cost an estimated $250,000 was begun last week by WFIL-AM-TV, Philadelphia *Inquirer* stations. The campaign, using radio, television and every other advertising medium available, will conclude Nov. 15.

Daily "Don't Be a Silly Willie" messages will be utilized over the stations. The character, originated by the stations, symbolizes the foolish motorist or pedestrian who by his reckless actions causes accidents. Spot announcements will equal or exceed WFIL's record 850 on radio, 250 on TV last year, the stations said. Documentary programs will be broadcast and telecast. Other promotion will touch upon every advertising facet in the Quaker City—billboards, car cards, newspapers, magazines, etc. "Live" character in the person of "Silly Willie" will make appearances at school assemblies and various events in the city.

Campaign, developed under the direction of Roger W. Clipp, station's general manager, won WFIL the Alfred P. Sloan Highway Safety Radio Award last year and numerous other citations. The Philadelphia Highway Traffic Board last winter honored Mr. Clipp as "Traffic Safety Man of the Year."

Rocky Mountain

$75,000.00

Fulltime profitable network station—only facility in a growing city with retail sales in excess of $20,000,000.00. Beautifully equipped and valuable land and building included.

Southeast

$47,500.00

Owner going into service—will sacrifice fulltime local covering more than 250,000 population for approximate investment. Excellent opportunity for one or two good operators.

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228 South Wabash Ave., Chicago 4, Illinois

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SAM SPADE' OFF

'Channels' Influence Denied

MORE THAN 6,000 letters urging continuance of *Adventures of Sam Spade*, cancelled by Wildroot Co. following the Sept. 17 broadcast, were received in two days last week by NBC Hollywood. Howard Duff, program star, and Lurene Tuttle, supporting lead, made mail requests at the sign-off, with Dick Joy, announcer, giving the final plea.

Denial has been made by Wildroot and BBDO, agency serving the account, that the listing of Howard Duff in *Red Channels* had any influence in the program cancellation.

It was pointed out Wildroot wanted a lower budgeted show and planned to spend money saved in radio for TV. Taking the Sunday, 5:30-6 p.m. (EST) slot on NBC, the firm Sept. 23 replaced *Sam Spade* with *Charlie Wild, Private Eye* from New York, and relinquished the Sunday 8 p.m. time.

Packager, Agency Confer

Discussion had taken place between BBDO and Regis Radio Corp., program packager, regarding plans to carry the program on both media, but no deal could be worked out, according to William Spier, Hollywood producer-director, who also owns a piece of the show. This was confirmed by Wayne Tiss, BBDO vice president and Hollywood manager, who pointed out that Wildroot also had taken a cheaper network time with a view of spending the money saved for TV.

Although Wildroot will continue in radio, there will be greater concentration on television, he said. He pointed out new radio program is budgetted much lower than *Sam Spade*. Latter show is around $7,500 per week for talent alone, it was said.

KFH-AM-FM Wichita, Kans., planning Nov. "election party," to which candidates and interested parties are invited. Stage show and refreshments provided during airing of returns.

WAAB KGKB SALES

Applications Filed at FCC

SALE of WAAB Worcester, Mass., to Bruff W. Olin Jr., former owner of WQUA Moline, Ill., was reported in transfer papers filed last week at FCC. Total consideration is $100,000.

Sale of KGKB-AM-FM Tyler, Tex., for $100,000 to Lucille Ross Buford, 49% owner of KHGB Okmulgee, Okla., also was revealed in an application filed with the Commission.

A Yankee Network station under lease to Radio Enterprises Inc. for the past year, WAAB would be transferred to Olin Corp., owned and headed by Mr. Olin and his wife, Elizabeth. WAAB is assigned 5 kw fulltime on 1440 kc, directional. Olin Corp. pays Yankee $85,000 for the property while the remaining $15,000 is paid to Radio Enterprises. The latter company a year ago received FCC consent to lease WAAB and WMTW Portland, Me., from Yankee at $40,000 annually [BROADCASTING, Oct. 10, 1949]. Radio Enterprises is headed by John A. Baybutt and owned by his mother, Mrs. Josephine L. Baybutt, owner of Ernest Jacoby & Co., Boston commodity brokerage firm.

Mrs. Buford acquires KGKB from James G. Ulmer and James G. Ulmer Jr. who wish to devote more time to their business interests in Fort Worth. KGKB is assigned 250 w fulltime on 1490 kc.

ABC MEETING

Held Last Week

(See picture page 20)

FIRST of four annual meetings of the ABC Stations Advisory Committee was held last week at the Thousand Islands Club, Alexandria Bay, N. Y., with network officials and elected representatives of ABC affiliates in each of eight districts in attendance.

The meetings are part of a system which permits mutual discussion and adjustment of problems within the network. Between meetings of the advisory committee, its members call regional meetings for the same purpose.

JINGLE ISSUE

Set for AFRA-Network Talks

AFRA-NETWORKS negotiations beginning Oct. 4 will include the question of whether transcribed jingles used before commercial announcements are in fact open-end transcriptions, entitling performers to full transcriptions rates rather than payment on the basis of cutting time, BROADCASTING has learned.

Allegations by AFRA to this effect are believed to have been made in its demand for arbitration with Associated Program Service in New York.

FCC Actions

(Continued from page 86)

ceeding re application of KRMG be corrected to read as follows at lines 17 and 18 of Page 67: * * *"was changed from east of Tulsa to the west of Tulsa in order to obtain better blanketing condition?"

September 19 Applications . .

ACCEPTED FOR FILING

AM—740

Dia Bcstg. Co., Long Beach, Calif.—CP new AM station 740 kc 1 kw D AMENDED to request 740 kc 10 kw D DA and change studio location from Long Beach to Santa Catalina Island.

AM—1420 kc

KDSJ Deadwood, S. D.—CP AM station to change from 1450 kc 250 w unl. to 580 kc 1 kw-D 500 w-N AMENDED to request 1420 kc.

License for CP

KULE Ephrata, Wash.—License for CP new AM station (resubmitted).

License Renewal

Request for license renewal AM station: WTSP St. Petersburg, Fla.; WRBL Columbus, Ga.; WROY Carmi, Ill.; WIRE Indianapolis; WIMS Michigan City, Ind.; WJCD Seymour, Ind.; KJAY Topeka, Kan.; WTTH Port Huron, Mich.; WHHH Warren, Ohio; WCSC Charleston, S. C.; WBCU Union, S. C.; KSTB Breckenridge, Tex.; WSYB Rutland, Vt.; WHIS Bluefield, W. Va.; WKBH La Crosse.

FM—101.1 mc

WBON Bowling Green, Ky.—CP FM station to change ERP to 8.6 kw, decrease ant. to 186 ft.

TENDERED FOR FILING

AM—1590 kc

WTVB Coldwater, Mich.—CP AM station to change from 1590 kc 1 kw D to 1590 kc 1 kw-D 500 w-N DA-N.

APPLICATIONS DISMISSED

SSA—1550 kc

KENT Shreveport, La.—DISMISSED Sept. 13 application for SSA on 1550 kc 1 kw unl. DA-N for period of time until KENT-KEML Nuevo Laredo situation is cleared.

AM—1090 kc

San Benito Bcstg. Co., San Benito, Tex.—DISMISSED Sept. 13 application for AM station 1090 kc 250 w D.

September 20 Decisions . . .

BY COMMISSION EN BANC

Modification of CP

KRON-FM San Francisco, Calif.—Granted mod. CP (Class B, Chan. 243) to change ERP to 44 kw and ant. to 1,200 ft.

CP to Replace CP

P. C. Wilson, Canton, Ohio—Granted application for CP Class B FM station to replace expired CP for WAND-FM, with new CP to bear expiration date of 6 mos. from date of grant.

WOPI Bristol, Tenn.—Granted application CP to replace expired CP which authorized changes in constructed station; new expiration date 30 days from grant.

Following granted changes in authorized facilities as shown:

KXEL-FM Waterloo, Iowa—Change ERP from 540 kw to 17.5 kw and ant. from 875 ft. to 60 ft.

WMAZ-FM Macon, Ga.—Change ERP from 32 kw to 3 kw and ant. from 440 ft. to 170 ft.

WJBC-FM Bloomington, Ill.—Change ERP from 31 kw to 15.5 kw.

KTRB-FM, Modesto, Calif.—Change ERP from 46 kw to 4.7 kw.

WLET-FM Toccoa, Ga.—Change ERP from 10 kw to 7.3 kw and ant. from 910 ft. to 190 ft.

WGNR-FM New Rochelle, N. Y.—Change TPO from 535 w to 560 w and ant. from 180 ft. to 190 ft.; cond.

WCBS-FM New York, N. Y.—Change TPO from 2.5 kw to 3 kw and ant. from 790 ft. to 870 ft.

Rules Amendment

Commission amended Sec. 3.213, 3.513, 3.613 and 4.13 of broadcast rules and regulations to provide that "applications for CPs or mod. thereof involving installation of new trans. apparatus should be filed at least 60 days prior to contemplated installation." This makes these sections conform to Commission action of May 31, 1950, which eliminated from Sec. 1.313 of rules former provision covering removal of existing apparatus.

SSA GRANTED

KFAR Fairbanks, Alaska—Granted extension SSA to Sept. 1, 1951, 660 kc 10 kw, unl.

Commencement Extended

KCHN Chanute, Kan.—Extended construction commencement date to Oct. 19, advised KCHN this does not constitute grant of additional extension of time to complete station (CP expires Feb. 19, 1951). Further advised unless additional facts showing diligence in processing with construction, or more specific and detailed showing of reasons for failure to commence construction, are submitted to Commission on or before Feb. 1, 1951, application for extension of completion date will be denied, subject to such action being set aside if hearing requested.

Order Set Aside

WPRT Prestonburg, Ky.—Set aside Commission order of Aug. 23, denying application for extension of CP as modified which authorized WPRT; designated application for hearing at Washington Dec. 14.

Authority Extended

KSFT Trinidad, Col.—Extended authority to remain silent for 45 days from Sept. 23 pending action on appli-

(Continued on page 92)

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Dreyer

CAN'T SEEM TO LAUGH ANY MORE

On Records: Johnny Parker—Cap. 1162; Sylvia Froos—Jubilee 4006; Richard Hayes & Harmonicats—Mer. 5492.

On Transcription: Bob Eberly—World; Chuck Foster—Langworth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Docket Actions . . .

DECISION AND ORDER

Madison, Ind. — Commission announced decision and order adopting as final its initial decision of Aug. 11 to grant application of Pioneer FM Co., new Class A station on Chan. 244 (96.7 mc), ERP 320 w, 220 ft. antenna. Pioneer is co-partnership of Charles N. Cutler, WSKR-FM Shelbyville, Ind., engineer; Glenroie L. Danner, chief electrician at Ordance Dept.'s Jefferson Proving Grounds and William M. Poland, director of music Hanover (Ind.) College. Decision Sept. 19.

ORAL ARGUMENT

Marlin, Tex.—Granted request of FCC Acting General Counsel for allowance of 30 minutes for presentation of oral argument on application of Falls County Public Service, Marlin, now scheduled for Sept. 22 and granted same time to each party to proceeding. Order Sept. 19.

WBUD Morrisville; WTNJ Trenton, N. J.—Ordered that oral argument in proceeding re application of WBUD Morrisville and WTNJ Trenton now scheduled for Sept. 15 be cancelled. Order Sept. 19.

Non-Docket Actions . . .

AM GRANTS

Richmond, Va. — United Bcstg. Co. Inc., granted new station on 990 kc, 1 kw day. Estimated construction cost $23,405. Applicant is licensee WOOK-AM-FM Silver Spring, Md. and WSID Essex, Md. Granted Sept. 20.

North Bend, Ore.—Bay Bcstg. Co., granted new station on 1340 kc, 250 w unl. Estimated construction cost: $11,850. Principals include: Josephine E. Edwards, owner Edwards hardware store, president 100%; Donald B. Carmichael, secretary-treasurer and John W. Kendall, majority stockholder KWWB Walla Walla, vice president. Granted Sept. 20.

Ukiah, Calif.—Mendocino Bcstg. Co., granted new station 1340 kc, 250 w unl. Estimated construction cost: $20,897.75. Co-partnership includes Lloyd Bittenbender, lumber dealer; F. Walter Sandelin, hotel owner; Edgar W. Dutton, farmer; Guido Benassini, summer resort operator and T. R. Amarante, one-third owner and manager KDAC Fort Bragg, Calif. Granted Sept. 20.

Beckley, W. Va.—Beckley Newspapers Inc., granted new station on 730 kc 250 w unl. Estimated construction cost $7,542. Beckley Newspapers Inc. is licensee WCFC FM outlet that city. Charles Hodel is president of corporation. Grant subject to conditions. Granted Sept. 20.

WORA Mayaguez, P. R.—Granted switch in facilities from 1150 kc 1 kw unlimited to 1150 kc, 5 kw unlimited directional day and night. Granted Sept. 20.

WHLL Wheeling, W. Va.—Granted switch in facilities from 1600 kc 1 kw day directional to 1600 kc 5 kw day nondirectional. Granted Sept. 20.

WOKO Albany, N. Y.—Granted modification of CP to change from 1460 kc 5 kw fulltime directional night to 1460 kc 5 kw day. Granted Sept. 20.

FM GRANTS

Lenoir City, Tenn.—Arthur Wilkerson Lumber Co., granted Class B FM station on Chan. 262 (100.3 mc) ERP 8.8 kw, ant. 890 ft. Estimated construction cost $6,000. Arthur Wilkerson, applicant is permittee WLIL Lenoir City. Granted Sept. 20.

Carmi, Ill.—Carmi Bcstg. Co., granted new FM station Class B, Chan. 247 (97.3 mc), ERP 11 kw, ant. 210 ft. Estimated construction cost $7,722.50. Carmi Bcstg. is licensee WROY AM outlet Carmi. Granted Sept. 20.

CHANGES IN ALLOCATION PLAN

Commission reallocated Chan. 262 from Knoxville, Tenn. to Lenoir City and Chan. 247 was allocated to Carmi. See grants above.

TRANSFER GRANTS

WETO Gadsden, Ala.—Granted assignment of license from Cary Lee Graham tr/as Gadsden Radio Co., permittee, to Cary Lee Graham and Edwin Estes d/b as Gadsden Radio Co. Mr. Estes formerly general manager WGWD Gadsden buys 50% interest for $5,465. WETO is assigned 1 kw fulltime on 930 kc. Granted Sept. 20.

KTFY Brownfield, Tex.—Granted assignment of license from Sterling Jake Parrish, Mike Allen Barrett and Esther Constance Parmelee d/b as Terry County Bcstg. Co., licensee, to Mike Allen Barrett individual for $8,670. Other partners are too far removed from station to give proper attention to its operation. KTFY is assigned 1050 kc 250 w day. Granted Sept. 20.

WVOT Wilson, N. C.—Granted acquisition of control in Wilson Radio Co. Inc., licensee, by H. W. Anderson, through purchase of 152 sh. or 15.2% of stock from C. E. Leeper for $7,500. Mr. Anderson prior to transfer held 45.6% of stock. WVOT is assigned 1420 kc 1 kw day. Granted Sept. 20.

WSNS (FM) Sanford, N. C.—Granted assignment of CP from Thomas B. Buchanan and Thomas E. Barker d/b as Sanford Bcstg. Co. Mr. Buchanan sells his 50% interest for $4,472. WSNS is assigned Chan. 288 (105.5 mc). Granted Sept. 20.

WGSV Guntersville, Ala.—Granted assignment of license from H. E. Moore tr/as Guntersville Bcstg. Co., licensee, to new corporation. Mr. Moore sells ⅔ of his interest for $12,000. WGVS is assigned 1 kw day on 1270 kc. Granted Sept. 20

Deletions . . .

ONE AM authorization reported deleted by FCC last week. Total deletions to date since Jan. 1: AM 32; FM 91; TV 3. KCRO Englewood, Col.—CP Sept. 13.

New Applications . . .

AM APPLICATIONS

Granite City, Ill.—Cecil W. Roberts, 1600 kc, 1 kw day. Estimated construction cost $11,425. Mr. Roberts is owner of KREI-AM-FM Farmington, Mo., KNEM Nevada, Mo., KCHI Chillicothe, Mo. Filed Sept. 15.

Mobile, Ala.—Azalea Bcstg. Co., 1340 kc, 250 w unlimited. Estimated cost of construction $17,600. Principals in Azalea include: Charles W. Holt, ⅓ owner WHSY Hattiesburg, Miss.; Clarence M. Dossett, 95% owner retail grocery; Vernon J. Cheek, chief engineer and ⅓ owner WHSY; Bernard Reed Green, director of athletics and football coach Miss. Southern College. Filed Sept. 19.

Elkin, N. C.—Yadkin Valley Bcstg. Co., 1540 kc, 250 w day. Estimated construction cost $6,440. Applicant is licensee WIFM Elkin, FM outlet there. Filed Sept. 20.

TV APPLICATION

Pittsburg, Kan.—Pittsburg Bcstg. Co. Inc., new commercial TV station on Chan. 7 (174-180 mc), ERP 28.8 kw vis., 14.4 kw aur., ant. 500 ft. above average terrain. Estimated construction cost $248,215, estimated revenue first year $60,000. Applicant is licensee AM outlet KOAM Pittsburg. Filed Sept. 21.

TRANSFER REQUESTS

WAAB Worcester, Mass.—Assignment of license from Radio Enterprises, licensee to Olin Corporation in which Bruff W. Olin Jr., is sole stockholder. Mr. Olin pays Radio Enterprises $15,000 and Yankee Network leasor of WAAB $85,000 for station. Mr. Olin was previously owner WQUA Moline, Ill. Mrs. Elizabeth L. Olin, wife of applicant, is a director of the corporation. WAAB is assigned 5 kw fulltime, directional, on 1440 kc. Filed Sept. 20.

WEAT Lake Worth, Fla.—Assignment of license from Warren H. Brewster, licensee, to James Robert Meachem for a consideration of $63,000. Mr. Meachem was owner WELM Elmira, N. Y. from 1947 to 1949. Mr. Brewster wishes to sell as press of other business interests absorbs a great deal of his time. WEAT is assigned 1490 kc, 250 w fulltime. Filed Sept. 15.

WCAZ Carthage, Ill. — Transfer of control in Superior Bcstg. Service Inc., from Robert E. Compton (deceased) to Chicago Title & Trust Co., as executors of his will. Although stock certificates not located it is assumed Mr. Compton held all stock. WCAZ is assigned 1 kw day on 990 kc. Filed Sept. 20.

KGBK-AM-FM Tyler, Tex.—Assignment of license from James G. Ulmer and James G. Ulmer Jr., d/b as East Texas Bcstg. Co., licensee, to Lucille Ross Buford for a consideration of $100,000. The Ulmers desire to devote more time to their business interests in Fort Worth. Mrs. Buford is 49% owner KHBG Okmulgee, Okla. KGBK is assigned 250 w fulltime on 1490 kc. Filed Sept. 19.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 21

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,178	2,150	174		275	262
FM stations	686	510	213	1*	17	12
TV stations	106	51	58		356	182

* On the air.

CALL ASSIGNMENTS: KGPH Flagstaff Ariz. (Flagstaff Bcstg. Co., 1450 kc, 250 w unlimited); KJEF Jennings, La. (Jennings Bcstg. Co. Inc., 1290 kc, 500 w day); KRXG Rexburg, Ida. (Snake River Radio & Television Co. Inc., 1230 kc, 250 w unlimited); WBOK New Orleans, La. (Jules J. Paglin, 800 kc, 1 kw day); WTIK Durham, N. C. changed from WDUK (Durham Bcstg. Enterprises Inc.); WTKM Hartford, Wis., (Kettle-Moraine Bcstg. Co., 1540 kc, 500 w day).

* * *

FCC Actions

(Continued from page 91)

Decisions Cont.:

cation for consent to assignment of license to James E. Blair, and cond. to continued lighting of ant. system.

Petition Denied

KARM Fresno, Calif.—Denied petition KARM, requesting reconsideration of Commission grant on Aug. 31, 1949, without hearing, of application of KCHJ for new station 1010 kc 1 kw D mod. grant to make KCHJ subject to any interference that may result in event of grant to KARM to change facilities.

South Saint Paul Bcstg. Co., South Saint Paul, Minn.—Denied request for reconsideration and grant without hearing of application for new station 1590 kc, 1 kw D; scheduled hearing for Nov. 7, at Washington, D. C.

Extension Granted

WPAB Ponce, P. R.—Granted extension of authority for 30 days, to operate with reduced power of about 4 kw (normal 5 kw) pending replacement main power trans.

Petition Granted

Kenyon Brown and George E. Cameron Jr., Tulsa, Okla.—Granted petition of Brown to extent that oral argument now scheduled for Sept. 22, be continued without date; deferred request for reopening of record, pending replies to such motion and further review by Commission.

Licenses Extended

Commission continued license term for all licensed international broadcast stations until earlier of following dates: (1) March 31, 1951, or (2) first day on which their operations are not controlled, by agreement or otherwise, by Department of State or other governmental agency supervising operation of international broadcasting.

Commission also authorized World Wide Bcstg. Corp. to continue independent operation of WRUL-1, WRUL-4 and WRUL-5, Scituate, Mass., as previously authorized, and granted extension of STA to WRUL-4, until Oct. 31 to operate at power up to 80 kw during periods of day when that station is operating under Department of State direction for government use.

Extension Granted

WNBW Washington, D. C.—Granted extension of outstanding SSA to operate TV station WNBW to test RCA color system from Sept. 20 to Oct. 13, 1950.

Petition Granted

KTUL-AM-FM Tulsa, Okla.—On petition accepted late appearance in pending TV allocation proceedings. Petitioner seeks allocation of TV Chan. 8 from Muskogee to Tulsa; Chan. 21 from Russellville, Ark., to Muskogee; Chan. 35 be allocated to Russellville; Chan. 13 from Enid to Tulsa; and Chan. 19 be allocated Enid.

CBS MEETING

Executives Map Season Plans

REPRESENTATIVES of CBS-owned stations and stations represented by CBS Radio Sales held a four-day annual meeting last week in New York's Ritz Carlton Hotel.

Top executives of the network addressed the station executives on all aspects of CBS plans for the new radio and television season. A demonstration of CBS color television—a matter of considerable interest since the FCC's recent color report—was given for the station executives on Tuesday.

Some two dozen representatives of CBS-owned and CBS Radio Sales represented stations were on hand.

Network executives, led by Frank Stanton, CBS president, addressed the meetings on Monday, Tuesday, and Wednesday, and the rest of the meeting was devoted principally to talks by CBS Radio Sales executives and discussions of ways of improving spot sales.

upcoming

NAB District Meetings

Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.

Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.

Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.

Oct. 9-10: Dist. 1, Somerset Hotel, Boston.

Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Sept. 28-29: New Jersey Broadcasters Assn.-Rutgers U. Radio Institute, Asbury Park, N. J.

Sept. 28-30: Western Assn. of Broadcasters annual meeting, Palliser Hotel, Calgary.

Sept. 30-Oct. 7: Canadian Radio Week.

Sept. 30-Oct. 8: National Television and Electrical Living Show, Chicago Coliseum.

Oct. 4: AAAA board of directors meeting, Chicago.

Oct. 5-6: AAAA Central Council meeting, Hotel Drake, Chicago.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.

Oct. 6-7: Ohio State U. Advertising and Sales Promotion Conference, Columbus.

Oct. 8-11: AAAA Pacific Council meeting, Hotel del Coronado, Coronado, Calif.

Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.

Oct. 16-18: Assn. of Independent Metropolitan Stations, Lennox Hotel, St. Louis.

Oct. 16-20: Society of Motion Picture and Television Engineers annual convention, Lake Placid Club, Lake Placid, N. Y.

Oct. 18-21: NBC Annual Affiliates' Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Oct. 22-24: 10th District convention, Advertising Federation of America, Amarillo, Tex.

XUM

PRIORITY JOB

Three NPA Executives Named

EVOLUTION of the government's new priority and price-control machinery moved forward slowly last week. Appointment of several key executives in the priority agency—National Production Authority—was announced, but the authorized Economic Stabilization Agency will not be appointed until President Truman has selected its administrator.

H. B. McCoy, director of the Office of Industry & Commerce, Dept. of Commerce, last week was named by NPA Administrator William H. Harrison as assistant administrator for industry operations. Under him will come NPA limitation, conservation and allocations orders.

Mr. McCoy's sphere will include scheduling of production and delivery of critical components and end products when this is deemed necessary; direction of facilities use; expedition of production; advising of procurement agencies on placement of defense orders to avoid industry dislocation and obtain maximum use of production facilities.

W. Howard Chase, on leave as General Foods Corp. public relations director, was named as a consultant to NPA. His specific duties were not listed but it is believed he will serve as consultant for the NPA administrator and to Secretary of Commerce Charles Sawyer, under whom NPA falls.

H. George Wilde, of Lenox, Mass., was named to be an assistant to the NPA administrator. He is a New England businessman and farmer and is president of Lee National Bank, Lee, Mass.

Campaign Tips

(Continued from page 22)

[ur] radio and television time purchases on a national scale," the booklet explains.

The GOP also is telling its candidates that radio "is one of the most effective campaign tools because it reaches a concentrated audience." Radio, the Republican pamphlet notes, can tell the candidate's story to the home folks. It advises them to buy time early. It also touches upon the following topics: Types of programs (stresses spot campaigns); classification of time and rates; "spot announcements"; what to say (be simple and direct in speech).

Television is a new medium with extremely great impact, Republicans are being told. The booklet lists 107 urban areas with TV stations, tells how to buy TV time and gives comparative costs of radio and television.

Both committee spokesmen report that an overall expenditure in radio and TV could not be estimated this fall because of concentrated local campaigns in which the individual candidate bears the greatest cost.

'RED CHANNELS'

Cited by Sen. Mundt

ECHO of the dispute which rages over the anti-Communist booklet, *Red Channels*, sounded on a bitter note on Capitol Hill last week. Sen. Karl E. Mundt (R-S. D.) called it a part of a "nationwide crusade against the financing and subsidizing of Communist dupes and agents by American industrial corporations, business interests and advertising agencies."

Sen. Mundt, a consistent and outspoken opponent of Communism in the U. S., said that those who wish to "fight back" against forces endangering "these priceless American heritages" now have a way to make themselves effective.

Such a means, the Senator said, would be to refuse to listen to "this red-tainted material." According to Sen. Mundt:

"Just as soon as good Americans . . . cease being all-American suckers . . . by spending their money to support the advertisers, the entertainers, the columnists, the commentators . . . coyly trying to undermine free enterprise, private initiative, and individual freedom. . . ," the situation will be corrected.

To back up his comment, Sen. Mundt introduced in the *Congressional Record* on Sept. 19 an article dealing with *Red Channels* which appeared in the Sept. 14 issue of the *Christian Science Monitor*.

The article said the booklet was a current best seller in "the radio offices of mid-Manhattan and the advertising agencies of Madison Ave." It recalled the ban on Jean Muir by General Foods and NBC following protests by persons who complained that her name was listed in the booklet. "So are the names of 150 other actors, writers, musicians, producers, and persons connected with show business," the *Monitor* noted.

IRE Sessions

(Continued from page 30)

development of high frequency techniques used in today's advanced apparatus; provision of a new concept in amplifiers and oscillators resulting from the invention of the klysotron by the Varian brothers, Stanford; first all-electronic television system developed in San Francisco by Philo Farnsworth; invention of the cyclotron by Dr. Lawrence at Berkeley, which unlocked the door to the atom bomb.

"The West," he declared, "can now absorb technical graduates in ever-increasing numbers and is able to attract and stimulate mature and experienced engineers from eastern areas." The West Coast, he pointed out, has matured to a point of having a large number of people in research and engineering which will inevitably result in prosperous effective electronic industries in this area.

'KINTNER DAY'

Stroudsburg To Hold Fete

A SPECIAL broadcast over ABC will highlight "Robert E. Kintner Day" when the citizens of Stroudsburg, Pa., Oct. 17, honor their native son, ABC President Robert Kintner, for his achievements as a radio executive.

Gov. James H. Duff will head the welcoming home group with the presentation of a plaque acclaiming Mr. Kintner as a "Pennsylvania Ambassador."

The activities of the day will include a motorcycle escort for Mr. Kintner upon his arrival, a formal greeting by the Stroudsburg mayor and city officials, and a luncheon given in his honor by the Pocono Mt. Chamber of Commerce.

Following an address by Mr. Kintner to the students of his alma mater, Stroudsburg High School, a dinner from which the ABC broadcast is to originate will take place. Walter Kiernan as master of ceremonies will introduce such artists as Paul Whiteman, and an ABC concert orchestra, Earl Wilde, Jimmy Blaine, and Marian Morgan. A reception by the leading citizens of the Pocono Mt. region will end the day's honors for Mr. Kintner.

Red Problems

(Continued from page 27)

admire plain courage, and the makers of Jello might profit from publicity identifying their product with the principle which is America's backbone.

Miss Jean Muir has no constitutional right to appear in *The Aldrich Family*, and her opponents have the right to protest her appearance. You have paid her the amount agreed on for her scheduled appearances. But, just as we oppose censorship by public authority, we deplore suppression by private pressure. And we are shocked at your 11th-hour yielding to such pressure, without according Miss Muir the elementary right of a full hearing.

The Aldrich Family is a noncontroversial program. Miss Muir is a well-known actress. To cancel her contract so apparently on the basis of alleged connections listed in a private publication, seems to us not only to threaten the fundamental American traditions of free speech and association, but to threaten them in the worst possible way—by violating the spirit of due process and fair trial. We are sure that Communist propagandists the world over are already using this as further proof of their claim that the freedom of American radio is a sham. As a result, we who cherish democracy and abhor communism shall have still more harm to undo.

We hope you will immediately reconsider, and reverse your decision. Members of our board of directors, several of whom have long experience in the fields of entertainment, communication and public relations, are available for prompt consultation, if you should desire it. In addition, we are continuing and intensifying our comprehensive inquiry into the whole question of possible black-listing in the radio industry.

KSTP PERMITS

Rep. Wier Urges Revocation

APPARENTLY stemming from the stations' labor dispute, a joint resolution to "direct" FCC to revoke the licenses of KSTP and KSTP-TV St. Paul - Minneapolis was introduced in the House last week by Minnesota's Rep. Roy W. Wier (Farmer-Labor-Democrat).

The KSTP stations have been involved in a dispute with IBEW since union members walked out last April. Rep. Wier has been active in Minneapolis trade union affairs since 1920, and also has served in the State Legislature (1933-39) and has been a member of the Minneapolis Board of Education since 1939.

Approval Required

His resolution (HJ-Res. 543), which requires approval by both House and Senate as well as the Presidential signature to become effective, also would direct FCC to grant licenses—presumably despite the present TV freeze—to "other radio and television stations in or near Minneapolis and St. Paul which will serve, in the public convenience, interest and necessity, the area now being served by Stations KSTP and KSTP-TV."

Stanley E. Hubbard, president and general manager of the stations, declined to comment on the resolution—first of its kind in recent communications history.

Rep. Wier made no specific charges against the stations and acknowledged that the House's plans for an early recess made it improbable that hearings could be held in the immediate future. The resolution was referred to the House Interstate and Foreign Commerce Committee, which reportedly queried FCC and was told the Commission has no information to indicate the stations are not operating in the public interest.

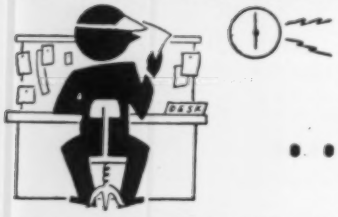
NEW RCA PLANT

To Make Miniature Tubes

RCA announced last week that it will set up a new plant in Cincinnati for the manufacture of miniature-type electron receiving tubes which will be in full production by the fall of 1951.

Walter A. Buck, vice president, and general manager of RCA Victor Div., also said that the Cincinnati plan, with 180,000-sq. ft. of building space on 17 acres, will be the third RCA factory devoted to the manufacture of receiving tubes.

The miniature tube, originally designed for pocket-sized radio sets, are now in general use in the radio-television industry and have been proven valuable in other industrial and communications equipment, according to Mr. Buck.



...at deadline

BAB EXPANSION PROJECT ENDORSED BY DISTRICT 9

NAB District 9 delegates endorsed plan to expand Broadcast Advertising Bureau at Friday session winding up two-day meeting at Three Lakes, Wis. (early story page 22). Other resolutions lauded roles of NAB staff members in meeting, including Richard P. Doherty, employe-employer relations director; Ralph W. Hardy, government relations director; Charles A. Batson, TV director; Lee Hart, BAB assistant director.

Robert K. Richards, NAB public affairs director, thanked for film presentation of NAB functions and campaign to bring in new members. Harold Safford, president, Illinois Broadcasters Assn., said film would be shown at November meeting of his association. District thanked Ben A. Laird and Robert C. Nelson, WDUZ Green Bay, for meeting arrangements, and lauded work of Charles C. Caley, WMBD Peoria, Ill., for board service and explanation of BAB project.

Mr. Caley urged number of NAB districts be cut to 12 and board to 22 members, claiming would save one month of travel per year for NAB staff members covering conventions and $12,000 for association. Suggested Illinois, Iowa, Missouri be made into one district and Wisconsin, Minnesota and Upper Michigan into another in regrouping.

Members of Resolutions Committee were Robert J. Burow, WDAN Danville, Ill.; Merrill Lindsay, WSOY Decatur, Ill., and Howard Dahl, WKBH La Crosse, Wis.

Lower BAB rates for NAB members suggested by Mr. Dahl who felt BAB Committee proposal should be extended beyond one year period now under consideration.

VANSANT, DUGDALE PLACING TIME FOR SECOND ARMY

HALF of Second Army advertising contract, placed recently with VanSant, Dugdale & Co., Baltimore, to go into radio time. Details of campaign to be acted on by military within few days. Copy will concentrate on Army and Air Force recruiting in Maryland, Pennsylvania, Delaware, District of Columbia, Virginia, West Virginia, Ohio and Kentucky. Budget for next "official" year estimated at just short of $100,000. Dan J. Loden is agency account executive and Robert V. Walsh is radio director.

Gibbs & Co., Baltimore food firm, which recently placed account with VanSant, Dugdale, will start within month radio and TV in Baltimore and radio in Washington. Newspapers also to be used in Baltimore but in Washington it will be entirely radio first few months.

CUBAN TV CONTRACT

INS-INP-TELENEWS has signed with Union Radio TV of Havana, first Cuban TV outlet, effective Oct. 15, to provide *Global News Report*, INP weekly spot news and feature photo package, and three Telenews services—*Daily Newsreel*, *Review of Week*, and *This Week in Sports*. Contract is for one year, beginning when station goes on air. INS news report will also be sent to 14 broadcasting stations in Union Radio Network, Cuba.

AIMS TO MEET IN ST. LOUIS

PROGRAM and sales ideas, operating costs and joint promotion efforts to highlight fall meeting of Assn. of Independent Metropolitan Stations Oct. 16-18 at Hotel Lennox, St. Louis, according to William E. Ware, vice president, KSTL St. Louis, host station. Newly admitted to membership are WMGI Richmond, Va.; WWEZ New Orleans and KLMS Lincoln, Neb.

THREE TO GET 'RANGERS'

COMBINATION of Blair-TV, Katz and Free & Peters expected to get exclusive representation this week on new video film package, *Texas Rangers*, produced by Jack Chertok, who also produced *The Lone Ranger*, on West Coast. This brings trio's total to three, including *Sherlock Holmes* feature and *Shadow of the Mind*.

WBKB EXPANDS SCHEDULE

WBKB (TV) Chicago, Balaban & Katz station, expands operating schedule from 85 to 112 hours weekly from Oct. 1, starting at 10 a.m. and continuing through 2 a.m. Feature films will be programmed after midnight.

Closed Circuit

(Continued from page 4)

10 and 15-minute news shows in middle half of Texas starting Sept. 25 on about 12 stations. J. Walter Thompson, New York, is agency.

ARTHUR MURRAY Dance Studios, New York, will name Dorland Inc., New York, to handle its $1 million advertising budget, including hour-long television show, Sunday, 9-10 p.m. on DuMont network, starting Oct. 15.

AUGUST NETWORK SALES EXCEED FIGURE IN 1949

GROSS radio time charges for four networks in August surpassed same month year ago but eight-month total was slightly below same period in 1949, according to Publishers Information Bureau figures.

Gross network TV time charges for August were triple those of year ago and first eight months also were triple those for similar 1949 period, though 1950 data do not include DuMont sales.

NETWORK RADIO

	Aug. 1950	Aug. 1949	8 Mo. 1950	8 Mo. 1949
ABC	$2,264,563	$2,544,096	$24,054,708	$28,797,408
CBS	4,629,623	3,973,058	45,217,118	41,304,312
MBS	1,093,024	1,119,364	10,643,868	12,531,953
NBC	4,566,293	4,523,117	41,931,767	42,396,507
TOTAL	12,553,503	12,159,635	121,847,461	125,030,180

NETWORK TELEVISION

	Aug. 1950	Aug. 1949	8 Mo. 1950	8 Mo. 1949
ABC	$257,111	115,002	2,394,592	385,315
CBS	349,554	164,471	5,276,291	1,337,780
DUMONT		66,154		352,641
NBC	1,248,696	284,160	9,691,173	3,030,556
TOTAL	1,855,361	629,787	17,357,058	5,506,292

Cuban Demands Upped in NARBA Proposal

CUBA REVEALED her proposals for Cuban NARBA assignments Friday—essentially following pattern of offer which U. S. rejected at Havana last March, but expanded to encompass operations on six instead of three U. S. 1-A clear channels (early story page 26).

In addition to operations on 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago) and 830 kc (WCCO Minneapolis), which were included in Havana proposal, new list asked for definite Cuban assignments on three other U. S. 1-A's which, in Havana offer, were among channels on which she asked "reservations" in event they are duplicated either in this country or other nations. These three: 660 kc (WNBC New York), which Cuba proposes to use at Havana with 5 kw DA; 770 kc (WJZ New York), Havana with 10 kw DA; and 780 kc (WBBM Chicago), 10 kw, location unspecified. Cuba currently has stations operating on all three frequencies.

New list retains proposals included in Cuba's Havana offer—generally known as "the March 22 list"—by which Cuba would "reserve" right to operate on 11 other U. S. 1-A channels in event they are broken down either by assignment of additional stations in U. S. or by duplication in other countries. These 11: 650, 700, 720, 750, 760, 880, 890, 1020, 1100, 1180 and 1210 kc.

Except for 1120 kc, on which she seeks 250 w daytimer at Havana, her list of U. S. 1-A's which she would commit herself not to use remains unchanged: 820 kc (WFAA-WBAP Dallas-Ft. Worth); 840 kc (WHAS Louisville); 870 kc (WWL New Orleans); 1040 kc (WHO Des Moines), and 1200 kc (WOAI San Antonio).

New proposals with respect to 1-B channels were described as substantially same as those contained in March 22 list. One departure is proposed assignment of 250 w fulltime station at Oriente on 1110 kc (WBT Charlotte and KFAB Omaha are U. S. dominants). On 1080 kc, interference limits would be higher than normal.

New proposal also seeks higher protection than previously contemplated for Cuban stations on some 14 channels: 550, 570, 590, 630, 640, 660, 690, 730, 740, 770, 780, 860, 920 and 980 kc. It also reiterates plan whereby U. S. would make no future assignments in Florida and southern Georgia, Alabama, Mississippi and Louisiana on specific channels, but frequencies involved are changed to 570, 590, 630, 730, 740, 920 and 980 kc, omitting three channels included in March 22 proposal: 550, 690 and 860 kc. However, on latter three Cuba asked that there be no increase in interference.

Cuba's revised list was contained in "reply" to U. S. proposal that last "offer" made by U. S. in Havana conferences be used as starting point for current negotiations. Cuban delegation said it "welcomed" this suggestion, pointing out it had accepted U. S. Havana offer "in principle," subject to certain conditions which still apply: (1) that discussions be reopened concerning shared use of four U. S. clears; (2) that "protection offered generally should result satisfactorily to Cuba in a specific manner," and (3) that formulas be provided to meet other nations' objections to Cuban assignments. One of conditions specified at Havana has been omitted: That is, that provision be made for separation of stations located within same province of Cuba.

New Cuban list, submitted by Dr. Jose Ramon Gutierrez, head of delegation, made clear that, like U. S. proposal, it is "subject to modifications which Cuba may introduce in it, although Cuba believes that in the form set forth it indicates the most adequate solutions for the many needs of Cuban radio broadcasting, in a form which may be presumed to be the most acceptable for the other countries. . . ."

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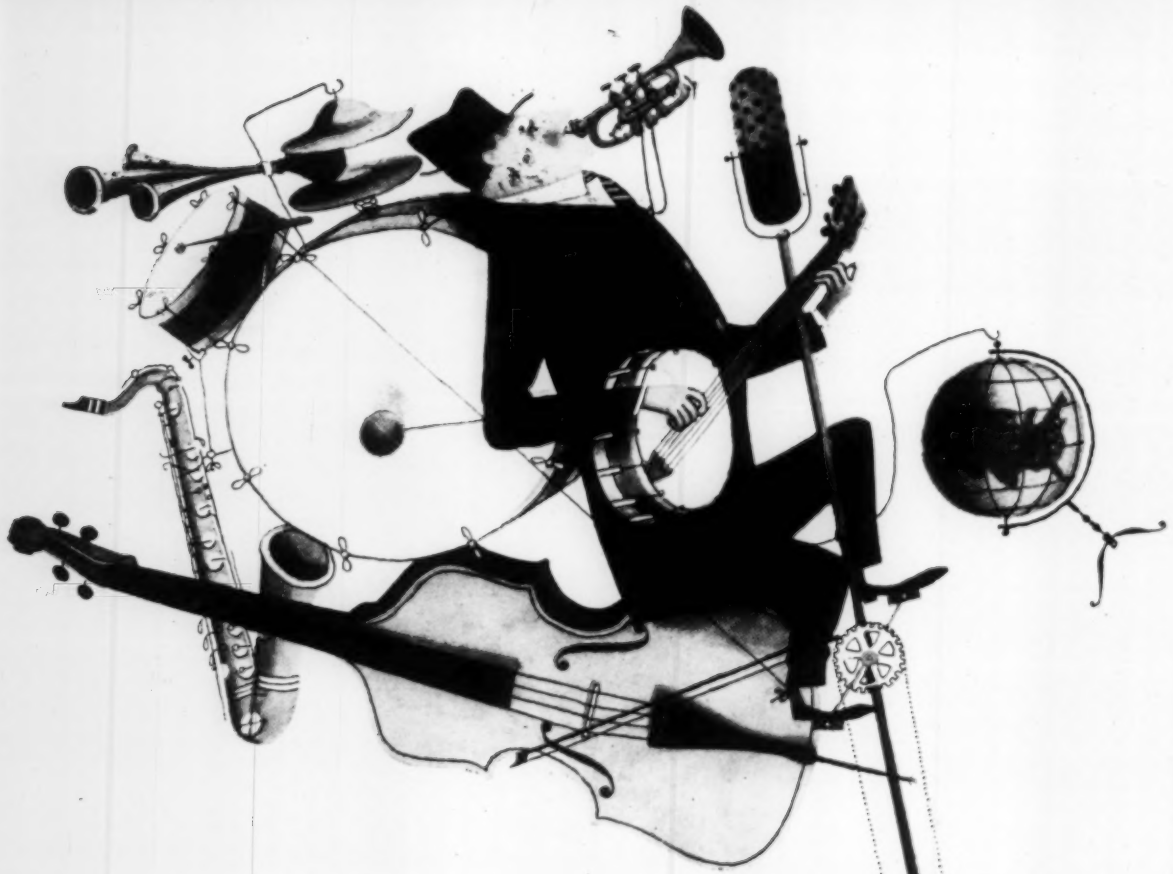

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